This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

COURSE OUTLINE - Direct Marketing Techniques

Course Specifications

Course Number: AXO84– 177SG

Topic-Level Outline

Part 1: How to Use Direct Marketing to Build
Your Business
What Is Direct Marketing?
Why Direct Marketing?
Why Does Your Business Need Direct Marketing?
Evaluating Your Business
Finding Your Target Market
Direct Marketing Feasibility

Part 2: Planning Your Direct Marketing Campaign
Step 1: Clarify Your Objectives
Step 2: Choose Your Strategy
Step 3: Choose Your Tactics
Step 4: Design a Marketing Plan

Part 3: Creating a Direct Mail Package
Elements of a Direct Mail Package

Part 4: How to Use Direct Response Advertising
Direct Response Ads
Direct Response Ad Checklist
How to Effectively Use Advertising Space
What to Expect from Your Ad

Part 5: The Offer
What Is An Offer?
Offer Categories

Part 6: The Finishing Touches: Lists, Printing, and Fulfillment
Mailing Lists
Printing
Fulfillment

Part 7: Ask Dr. Direct: Most Frequently Asked Questions
Part 8: A Final Word

ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (http://www.collegeafricagroup.com)

ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

MS OFFICE

- EXCEL
- WORD
- POWERPOINT
- OUTLOOK
- ACCESS
- PROJECT
- (www.collegeafricagroup.com)

SOFT SKILLS

- SALES NEGOTIATION
- MEETING PROTOCOLS
- TELEPHONE SKILLS
- KEYBOARDING
- (www.collegeafricagroup.com)

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- Onsite Training is available T&C Apply

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Create eye-catching, interactive, awesome excel dashboard reports (Dashboard)

CONSULTANCY SERVICES

Get personal assistance with your spreadsheets

Excel for Executives
Excel Automation
(Excel Automation)

MS PROJECT

Get fast reports!
Master MS Project for quick info and outcomes
(MS Project)

KEYBOARDING

Save time!
Learn to touch-type and be more accurate.
(Keyboarding)

EBOOKS AND ONLINE TAINING

Excel Essentials 2013 Ebook, workbooks, and solutions.
Excel Intermediate 2013 Ebook, workbooks, and solutions.
Excel Advanced 2013 Ebook, workbooks, and solutions.
Excel comprehensive online courses, email for more details.

CONTACT DETAILS

Arnold Muscat
Direct 083 778 4903
Email: sales@collegeafricagroup.com
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