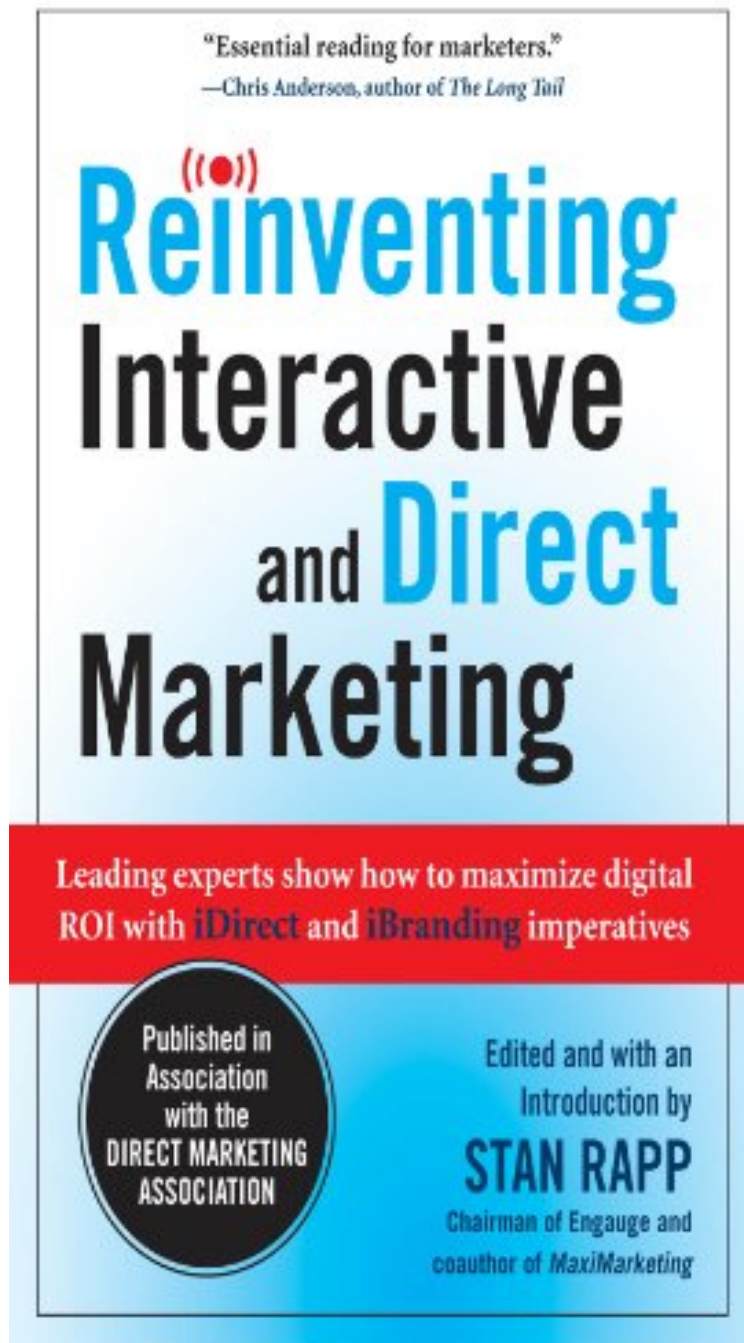


(Download ebook) Reinventing Interactive and Direct Marketing: Leading Experts Show How to Maximize Digital ROI with iDirect and iBranding Imperatives

Reinventing Interactive and Direct Marketing: Leading Experts Show How to Maximize Digital ROI with iDirect and iBranding Imperatives

Stan Rapp

DOC | *audiobook | ebooks | Download PDF | ePub



 Download

 Read Online

#1253299 in eBooks 2009-10-20 2009-11-06 File Name: B002TGNJ24 | File size: 79.Mb

Stan Rapp : Reinventing Interactive and Direct Marketing: Leading Experts Show How to Maximize Digital ROI with iDirect and iBranding Imperatives before purchasing it in order to gage whether or not it would be worth my time, and all praised Reinventing Interactive and Direct Marketing: Leading Experts Show How to Maximize Digital ROI with iDirect and iBranding Imperatives:

0 of 0 people found the following review helpful. Great bookBy VanessaBought this as a textbook, but I loved reading it and find myself going back to parts of it after the course ended. It's interesting and an easy read0 of 0 people found the following review helpful. DdBy xiaoyue piascikDon't even know how to use it. Mmmmmnnnnnn for ddcddude

jjjj. Jjjj do kHz by gh Hun jk m v5 of 7 people found the following review helpful. A Home Run on Today's New iMarketingBy Thomas L. CollinsWhat a terrific book! This is no ordinary marketing book. It is a manual for surviving and thriving in the midst of the hurricane wind of change which is sweeping away everything we thought we knew about advertising and selling.No one person could have written it. There is too much about today's reinvention of direct marketing for any one person to have mastered it all. So no one person did. Instead, master strategist Stan Rapp has sought out and brought together 14 successful cutting-edge experts in their own areas of the new iBranding and iDirect. The chapters they have written will lift you up to their level of understanding and expertise in each area. (Stan Rapp's introduction alone is worth the price of the book.Full disclosure: I am now a retired ad man who was not involved in the creation of this book in anyway, but who is proud to have worked closely with Stean Rapp in earlier years.)The fat-cat big agencies will either pay attention to the new pathways to prospective buyers laid out in this book or they will start disappearing like dinosaurs. Soon gone are forever will be the days when the big brand advertisers spen so much (\$200 million) on fancy 30-second one-way show-off "image" commercials during the Super Bowl game and had so little in provable sales effect to show for it. Today, Lucas Donat points out in his chapter, it is possible to create ROI-positive advertising that builds the brand while generating ACCOUNTABLE results, something we traditional direct marketers have always done.For example, just two Hyundai spots during the 2008 Super Bowl drove 300,000 people to the advertiser's website and generated 25,000 rich sales leads! And E-Trade's iTV talking baby Super Bowl led to a 32% surge in new accounts in just the first week.Now advertisers are discovering the same thrill of accountability in their "social network" advertising on Twitter, blogs, MySpace, Facebook, etc. - following the trails retraced in this book.I found nuggets of knowledge, know-how, and insight waiting to be discovered on every page. Do you know, for example....-How eHarmony built its brand with their customers' own home videos?-The four fundamentals of iDirect Marketing?-The 6 basics of successful SEM (Search Engine Marketing)?-How Best Buy for Business used testing to find the right channel mix (direct mail, e-mail, phone, etc)?-How Nike shifted a major part of its ad dollars to investment in new interpersonal engagement technology, so runners can now customize their new running shoes, and monitor their running performance on their iPods?-Which service has developed the successful technology for its game-changing testing of different landing pages?-How brands like Coca Cola, GM, Johnson Johnson, and Southwest Airlines are using their own blogs to build their relationship to their customers?And all this is just a handful of the bushel of nuggets I discovered that can make you or your client or company rich or richer. Better find out for yourself before your competitors do!

Attract New Customers and Exceed Revenue Goals with iDirect Marketing! ldquo;A simple concept ties this incredibly useful book together. Every marketer now is an iDirect marketer. You ignore this concept, and this book, at your own peril.rdquo; Al Ries, author of War in the Boardroom ldquo;How do you get your brand heard, trusted, and remembered? The answer is in the confluence of digital and direct to form a torrent of minimal cost/maximal result opportunities. Rapp's vision of an iDirect future and the insights of the book's contributors put marketing supremacy in your grasp.rdquo; Tim Suther, SVP, Acxiom Global Multichannel Marketing Services ldquo;The internet brings about the reinvention of everything. Now it is marketings's turn. Rapp compiles the best thinking on a future with low-cost and no-cost connections between products and consumers. Essential reading for marketers.rdquo; Chris Anderson, author of The Long Tail ldquo;Direct marketing is interactive, and interactive marketing is direct. With an lsquo;iDirectrsquo; mindset, digital platforms and innovative analytics impact the data-driven, online, offline, lead-generating, customer-retaining, multichannel direct marketing process. Rapp's vision for reinventing marketing is a wake-up call for CMOs to think and act differently in a profoundly changed world.rdquo; John Greco, President and CEO, Direct Marketing Association ldquo;It's increasingly important to rely on an agency for accountable iDirect solutions. The advertising agency of the future must be adept at reinventing yesterday's interactive, direct and branding. Rapp's cohort of experts show the way in this book.rdquo; Michael McCathren, Chick-fil-A Conversation Catalyst About the Book Reinventing Interactive and Direct Marketing focuses on how to benefit from a fundamental truth about marketing in the digital era. Interactive Marketing is direct. Direct Marketing is interactive. What has been seen mistakenly as separate disciplines actually are one and the same. Every marketer now is an interactive direct marketer. To help you profit from this new reality, Stan Rapp introduces a new paradigmmdash;iDirectmdash; the 21st-century growth engine at the intersection of digital technologies and direct marketing practices. The gap between what you once took for granted and the iDirect Marketing future is so vast that a team of thought leaders is needed to deal with it. No one person has all the answers. In this book, Rapp brings together marketing luminaries with a variety of perspectives that will open your eyes to astonishing, new opportunities. It contains surprising insights from the top minds in direct marketing, including: John Greco, President of the Direct Marketing Association: How to Market Directly or Be Left Behind Professor Don Shultz, PhD, Northwestern University: Media Allocation for a Mass Networking Landscape Lucas Donat, President, Donat/Wald: ROIpositive Advertising via TV and Print for the iDirect Marketer Mike Caccavale, Founder and CEO, Pluris Marketing: Instant Delivery of Thousands of Individualized Messages Michael Becker, VP Mobile Strategies, iLoop Mobile: Hold the Consumer in the Palm of Your Hand with Mobile Melissa Read, PhD, Vice President of Research

and Innovation, Engauge: The Psychology of Motivating Desired Behavior On- and Offline Tim Suther, Acxiom SVP
Global Multichannel Marketing Services: Releasing the Full Power of iDirect Fundamentals

About the Author Stan Rapp is Chairman of Engauge, a pioneering customer engagement agency founded three years ago with private equity partner Halyard Capital. He is coauthor of six books, including the international best-seller Maxi-Marketing. Advertising Age included him as one of the 101 individuals who shaped advertising in the 20th century. Rapp, over a 30-year period, served as CEO of two agencies that now generate combined revenues of one billion dollars. Rapp is a member of the DMA Hall of Fame.