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SOME ASPECTS OF DIRECT AND ONLINE MARKETING

Abstract

The concept of direct marketing is based upon a system of sales and/or information where the company establishes direct and personal relationship with potential buyers through interactive communication. Abundance of the mass marketing and the switch to fragmented marketing is the key factor that drives the rapid expansion of the direct marketing. The global affirmation of the Internet together with the wide range of possibilities offered by internet services lead to a development of the online, or the electronic, marketing. In essence, online marketing is an upgrade of the traditional direct marketing that enables firms to reduce costs, to establish interactive relationships, to gain competitive advantages and to access marketing information.

Key words: direct marketing; online marketing; Internet; databases; media; online services.

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Introduction

Direct marketing brought new approach in the field of sales communication. As a type of promotional activity, it dates from the beginning of the 60s of the previous century. The switch from mass to fragmented marketing led to development of the direct marketing together with important changes in the communication aspect of the marketing, as well as changes in the relationship between the buyer and the seller. Unlike the classical methods of one-sided communication (seller-buyer), direct marketing is based upon two-sided, interactive communication. Firms direct their supply and communication to the needs of narrowly defined market segments or individual consumers, in order to get measurable response or transaction. Direct marketing activities are based on the marketing databases and media for interactive communication.

The global affirmation of the Internet together with the wide range of possibilities offered by internet services resulted in new trends in direct marketing activities. Online, or electronic, marketing is an upgrade of the traditional direct marketing. Practice showed that online market is powerful tool which enables firms to develop new programs, to serve consumers more effectively, and to achieve its own marketing and economic goals more efficiently.

Having all this in mind, the main objective of this article is to emphasize the importance of the direct and online marketing, and to emphasize their contribution in the process of trade expansion to foreign markets. The remainder of the article is structured as follows. Section 1 defines the concept of direct marketing and its characteristics. In Section 2 the marketing database as a key element of the direct marketing is discussed. Section 3 elaborates the media of direct marketing. Section 4 and 5 deal with the concepts of online marketing and integrated direct marketing.

1. DIRECT MARKETING – DEFINITION AND CHARACTERISTICS

Direct marketing is one of the most dynamic fields of the marketing. Its development is largely dependent upon the technological progress. As direct marketing is expanding its techniques and tools are also changing. The concept of direct marketing is mostly based upon the system of information and/or sales where the firm, through interactive communication, establishes direct and personal relationship with the consumers. This relationship, from the marketing point of view, is straight and measurable.

Direct marketing, according to the Direct Marketing Association, is defined as an interactive marketing system which uses one or more media for communication in order to obtain a response and/or transaction that is measurable on any given location¹⁾. The definition outlines basic characteristics of the direct marketing. First, direct marketing is an interactive system. This implies existence of two-sided personal communication between the consumer and the seller. Second, every form of direct marketing activity is measurable. From here, the objectives of the direct marketing are also measurable. The last part of the definition i.e. on any given location implies flexibility of the direct marketing. In other words, direct marketing is not restricted to any specific media of communication i.e. any media or combination of different media can be used to get whoever and wherever²⁾.

Direct marketing includes all promotional activities used to establish direct communication with previously identified potential buyers or target markets and to obtain direct response, reaction or an order from the customers. Basically, direct marketing is a combination of three marketing techniques - economic propaganda, sales improvements and market research. Additionally, direct marketing can enhance the brand loyalty, as well as the others communication objectives such as³⁾:

- Measuring the consumers' reaction,
- Stimulating potential consumers to ask for more information regarding the product,

¹⁾ Kotler, P., Marketing management, IX Edition, Prentice Hall, New Jersey, 1997, p.718.

²⁾ Stone, B. and Jacobs, R., Successful Direct Marketing Methods, VIII Edition, Mc-Graw Hill Professional, New York, 2008, p.5.

³⁾ De Mooij and Keegan (1991) in Jovik M.: Internet i izmenjena paradigma 90-tih, <http://pravimarketing.blogspot.com/2010/12/internet-i-izmenjena-marketing.html> (visited on 19.10.2011).

- Stimulating test sales,
- Establishing system of direct sales,
- Direct contact with customers or potential customers,
- Establishing contact between sales department and potential buyers,
- Developing program to motivate the intermediaries (retail sale, distribution, dealers, agents, etc.).

Characteristics, and at the same time advantages, of the direct marketing are: complete control over the media, as well as on the messages send; no direct competition from other suppliers; accuracy i.e. uniqueness of the offer enables only specific group of consumers to be targeted; appropriate for small businesses; direct marketing has immediate effects; direct marketing allows at least the same range of objectives to be achieved as compared to the other types of promotion; allows multiple sales from same consumer; etc.⁴⁾.

The use of direct marketing is largest in the USA. Namely, in the beginning of the 90s in the USA the sales volume from certain forms of direct marketing reached level of around 70 billion USA dollars, per year⁵⁾. Direct marketing is becoming more and more popular in developed Europe (United Kingdom, Benelux countries, France and in Scandinavia), as well as in the rest of the world. One can claim that the rapid expansion of the direct marketing is, generally, a result of the switch from mass marketing to fragmented marketing. In other words, direct marketing enabled sellers to focus, more efficiently, on the so-called micro markets and to adjust the supply to the specific needs of the consumers.

2. DATABASE AS AN IMPORTANT DETERMINANT FOR THE DIRECT MARKETING SUCCESS

Databases are key element of the direct marketing. Databases refer to a sum of different statistics used for computer search. Consumer databases are systematically organized collection of data for individual consumers, stakeholders or potential stakeholders. This data should be connected with the marketing objectives such as acquiring and evaluating potential stakeholders, sale of goods and services and nurturing established relationships with consumers⁶⁾. Database marketing, on the other hand, is the process of creating, developing and using consumers' and other databases (such as products' databases, distributors' databases, intermediaries' databases etc.) in order to establish communication and to perform business transactions⁷⁾.

⁴⁾ <http://www.scribd.com/doc/54045929/Osnovi-marketinga>

⁵⁾ Rakita B., 2005, p. 465.

⁶⁾ <http://senica.tripod.com/marketing/Knjiga5-27.pdf> (visited on 19.10.2011)

⁷⁾ Kotler, P., Marketing Management, The Millennium Edition, Prentice Hall International, Inc., Upper Saddle River, New Jersey, 2000 p. 652 and Kotler, P., Armstrong G., Saunders J. and Wong, V., Principles of Marketing, Second European Edition, London, 1999.

Database marketing has completely different base, profile and objective when compared to the regular consumers' lists which contain only consumers' names and addresses. Namely, databases used in the marketing activities are developed from the micromarketing and they might have additional important statistics (e.g. what was bought before, on which offers consumers reacted most, set of demographic data, etc.). Structured in this way, marketing databases enable the direct marketing firms to adjust their offers to specific segments of the market⁸⁾.

Generally, marketing databases contain data for the consumers and the potential consumers. In this context, the most valuable database for every firm is the one that has data for past consumers, as well as data for the current consumers. Properly used database helps firms to decide on their best consumers and to establish communication on permanent loyalty. Additionally, by using a high quality database firm increases the percentage of permanent consumers and the rate of new consumers. Furthermore, it has positive effects on the sale's volume and reduces marketing costs. Marketing database has long-term value for the company because it enhances company's ability to sell to same consumers and to make different combinations.

There are different database classifications conditional on the criterion of classification⁹⁾:

- From the consumer perspective there are: consumer databases (active, not-active, consumers that ask for product details, consumers recommended by others); potential consumer databases; upgraded databases (new data is added to the current database); cluster databases (statistics, geographic, behavior, life style, etc.) and analytical databases (measuring answers, analyses, interpretation of the results, forecasting).
- From the firms perspective one can distinguish between firms' own database and outside database. Firms' own database refers to the list of buyers that reacted on the firms' own offers. Outside databases are developed and are owned by an entity different from the firm that uses them¹⁰⁾.
- According to different classification there exist four broad categories of databases: respondents' databases, complicated databases, business databases and firms' databases. Respondents' databases are developed by using answers from the consumers of the direct marketing. Complicated databas-

⁸⁾ Jovik M.: Internet i izmenjena paradigma 90-tih, <http://pravimarketing.blogspot.com/2010/12/internet-i-izmenjena-marketing.html> (visited on 19.10.2011).

⁹⁾ Marketing, Treæe izmjenjeno i dopunjeno izdanje, Redaktori: Prof. dr. Boris Tihi, prof. dr. Muris Èièiæ i prof. dr. Nenad Brkiæ, Ekonomski fakultet u Sarajevu, 2006, str. 477.

¹⁰⁾ Ibidem. In USA an entire economic sector for databases' construction was developed. For example, firm, „R.I.Polk&Co” offers databases with 80 millions households, 120 millions car registration, 66 millions names from the address books, 60 millions scientific papers and school fees, 50 millions house owners, 60 millions former participants in the direct marketing, 150 millions credit card holders etc.

es are constructed by using address books, statistics on car registrations, statistics from different associations, etc. Business databases can be respondents' databases or complicated databases. Firms' databases are databases developed and owned by the firms.

Firm's database decision depends upon different factors, such as: costs, database availability, up-to date of the database, the frequency of consumers' purchases and the volume of the purchases, database source (reputation and credibility of the entity that created the database) etc.

3. TYPES (MEDIA) OF DIRECT MARKETING

Media of direct marketing are: telephone, electronic media (television, radio, interactive television, teletext, internet), print media (newspapers, magazines, articles in newspapers and magazines, flyers), direct mail (mail and catalogs) and new media (fax on demand, CD-ROMs, on-line services and internet/WWW). This section will be focused on the characteristics, advantages and disadvantages of the most important media of direct marketing¹¹⁾.

- **Direct mail.** Direct mail is very frequently used as a synonym for direct marketing. Before the mass production era began, many products have been sold through direct mail. However, the efficiency of direct mail is largely dependent upon the availability and the quality of the address list (databases). Some of the advantages of the direct mail are selectivity, heterogeneity of the format, personal contact, no direct competition, controllability and consumers' involvement in the process. The disadvantages of direct mail are violation of consumer's privacy and possible over-supply with packages not explicitly demanded by the consumers.

Direct mail, as a form of direct marketing, is especially appropriate for businesses looking for expansion on the foreign markets. However, the tariff system may create obstacles in the process of product delivery in the foreign countries.

- **Catalog.** Catalogs are very important component of the integrated marketing communication. Many companies use catalogs in line with the traditional retail distribution. Catalog marketing facilitates the process of purchasing and offers wide range of products. Among the factors that explain the rapid

¹¹⁾ The discussion regarding the direct marketing media is based on: Marketing, Treće izmjenjeno i dopunjeno izdanje, redaktori: Prof. dr. Boris Tihi, prof. dr. Muris Čičić i prof. dr. Nenad Brkić, Ekonomski fakultet u Sarajevu, 2006, str. 478-480, Kotler, F., Armstrong, G., Saunders, X. and Vong, V.: Принципи на маркетинг, (превод), Трето европско издание, 2001, р. 969-973, <http://senica.tripod.com/marketing/Knjiga5-27.pdf> (posetena 19.10.2011), http://www.knowledge-banks.org/medjunarodni_marketing_10_nfps_2_i_06/lekcije/lekcija15.pdf and other relevant sources.

growth of catalog marketing is the increase in the number of women working, as well as the use of credit cards as a means of payment. The success of the catalog marketing largely depends on the design of the catalog, colours, the season and the previous experience and credibility of the seller.

Catalogs are usually distributed by the direct mail to the foreign consumers; in some cases there are on-line versions available, also. The main objectives of the catalogs are: creating brand for the exporter, creating more demand for new information, increasing the number of orders, etc.

- **Television.** As a medium of direct marketing, television is used for direct response and support. As a medium for direct response it is used to address large number of viewers. Television marketing is performed by broadcasting messages (two minutes, one minute or 30 seconds long) and it is usually combined with the telephone. Additionally, television can be used as a medium of support for other forms of direct marketing, such as direct mail and/or newspapers.
- **Telemarketing.** Telemarketing can be defined as planned use of telephone together with traditional marketing methods and techniques. There are two basic types of telemarketing: inside and outside telemarketing. Inside telemarketing refers to a use of a free telephone number for consumers; this increases the response rate up to 20%. Namely, experience showed that sale through phone is four times higher than the sale done by using direct mail. Outside telemarketing refers to a combined use of the telephone as a sale channel together with direct mail, fairs, seminars etc. Outside telemarketing can, also be used in the construction of the databases.
- **New media.** Fax on demand, interactive television, CD-ROMs, electronic shop, on-line services and Internet/WWW are considered as new media of the direct marketing. These types of media allow immediate access to a large base of information with fairly reasonable costs. In comparison with the direct mail and the print media, new media are not limited by the number of pages, the size of the page or the weight. Information is always available for the consumer, not only at moments suitable for the seller. The number of targeted groups is not limited – there might be many, as well as little targeted groups. Consumer is actively demanding for contact, whereas the seller creates and promotes the offer. The contents are ought to be informative and relevant. Usual content formats are electronic shopping mail, shop, catalog, demonstration of a certain product, ad or directory.

Direct marketing strategy is directed towards making decisions regarding: the products and the services, total supply offered, choices between different databases, media, the mode of ordering and paying and the message design. After the strategy of the direct marketing is decided a plan of the direct marketing is developed with the following structure: introduction, product description, surrounding, media, market potential and plan and implementation of the strategy.

Direct marketing promotions, as the practice have shown, are especially valuable for the international marketing activities because of their efficiency and the speed of reaction¹²⁾. Namely, direct marketing, as an instrument of the promotional mix, is based on personalized messages i.e. the seller directly addresses the potential consumer on his/her address. This is very important advantage in the developed countries' markets. However, when direct market is used as part of the international marketing certain obstacles may arise. These usually refer to differences in the process of decision making in different countries, the degree of the development of the market, cultural differences and different consumer habits. Another important obstacle is the language barrier as the main objective of the message content is to draw consumer's attention.

4. ONLINE MARKETING – DEFINITION, CHARACTERISTICS AND CHANNELS

Online marketing is traditional marketing combined based on the use of information technologies such as interactive online computer systems and electronic connections between the consumers and the sellers. Consumer's computer is connected to different online services by using modem and telephone line. Online marketing is also known as multimedia marketing, computer integrated marketing, cyber marketing and internet marketing.

There are two basic online marketing channels¹³⁾:

- **Commercial online services.** Different companies have established online information and commercial services accessible for all consumers that applied for such services and that are paying certain monthly membership fees. These commercial online services can be: consumer online services (such as, "CompuServe", "America Online", "Prodigy", "Delphi", "eWorld" "Microsoft Network") and specialized business online services (such as, "Ari Network Service", "Data Transmission Network", "Industry Net", "LEXIS/NEXIS", "Digital"). The latter offer more heterogynous services – information (news, library, education, travel, sports, etc), recreation (fun and games), shopping services, conversation (forums, etc.), e-mail, etc. Commercial online services were extremely popular in the middle of the 90s. Nowadays, commercial online services are largely replaced by the Internet, as primary online marketing channel¹⁴⁾.

¹²⁾ Jovik, M., "Internet i izmenjena paradigma 90-tih", <http://pravimarketing.blogspot.com/2010/12/internet-i-izmenjena-marketing.html> (visited on 19.10.2011).

¹³⁾ Ibid, p. 975.

¹⁴⁾ <http://senica.tripod.com/marketing/Knjiga5-27.pdf>.

- **Internet.** The Internet is a global system of interconnected computer networks that provides immediate and decentralized opportunity for global communication. Its integral parts are intranet, extranet and World Wide Web. The Internet consists of millions of corporate, government, business and private computers. Internet users can send messages, exchange photographs, buy products, read news, art related or business information, etc. The most important characteristics of the Internet are its strong independence and cooperative nature.

The use of the Internet for marketing activities is very wide – from online propaganda, online buying and selling, to online services¹⁵⁾. Even though the Internet offers large set of services for the users, the most powerful and the most popular service is the World Wide Web (WWW), usually known as web. Most people use terms internet and web interchangeable. WWW offers exquisite possibilities for direct sale of the products to the clients. The Internet on its own is free; however individual users must pay certain fee to their internet providers if they want to connect to internet.

An important assumption for successful use of the online marketing is having a knowledge of the marketing basis (the system and the process), or, in other words knowledge of the traditional marketing concepts. More specifically, this means being educated in the field of marketing research, planning and development of the product, pricing, distribution and promotion of the products. To conclude, the core principles and methods of the online marketing are derived from the traditional marketing, whereas the essential difference between the online marketing and the traditional marketing is the interactivity¹⁶⁾.

Online marketing can be conducted by using the following four approaches: creating electronic shops, using online ads for promoting products or services, participation in forums (Newsgroup, Bulletin Board System (BBS) and Web Communities) and by using e-mail.

- **Electronic shops.** One of the most important advantages of the Internet is its use as an electronic shop or an electronic sales center, where the consumer matches the seller, makes its order, pays for the order by using credit card and receives the order by a regular mail service. The company might engage in electronic selling on two different ways – by buying space on a commercial online service or by creating its own web site¹⁷⁾. Commercial online services design the shop's appearance and therefore, the compa-

15) Ibidem.

16) Mandarik M.: Savremeni pristup direktnom marketingu na poslovnom tržištu, www.singipedia.com/attachment.php?attachmentid=2326&d... (visited on 19.10.2011).

17) http://www.serbia-business.com/serb/images/stories/pdfs/Marketing_strategic/Direktni%20i%20online%20marketing.pdf

ny must pay an annual fee plus certain percent from its sales for the online services. Companies might create its own web site, usually with a help of professional agencies for web design. Websites have two basic forms – corporate and marketing websites¹⁸⁾. The so-called corporate website includes company's basic information, its mission, philosophy, products, services and company's location, as well as certain events, financial results and job opportunities. The marketing website is designed with a purpose to direct current or potential web buyers towards buying or other marketing result. In order to attract web users, the company must promote its website through ads in the newspapers, radio and television, through banners or other media.

- **Online ads for promoting product (propaganda messages).** Companies can announce ads on internet by using the space for organized advertising, as sponsor ads, graphical ads or by using lists. The later refers to title banners, windows ads, tickers (banners that are moving all over the monitor) and roadblocks (ads that are displayed on the entire screen)¹⁹⁾.
- **Participation in forums (Newsgroup, Bulletin Board System (BBS) and Web Communities).** Companies can decide to participate in different online, non-commercial groups. Their participation in such groups will enhance companies' name and credibility and therefore, it can increase the consumers' awareness for companies' products and services. Besides participation, companies can act as a sponsor on such groups.
- **E-mail.** E-mail has similar characteristics as regular mail; however it is much cheaper and efficient – the receiver can receive the message much faster than the regular or express mail. By using e-mail company can: advertise its products and services, promote its identity, send information regarding the products, receive orders, offer after-sales services etc. However, when using e-mails as a media of direct marketing, companies must be very cautious not to create “disturbing and boring company” reputation.

Online services for information and shopping originated from the USA. However, in the last few years the use of internet is becoming more popular in Western Europe and in the more developed Asian economies. It is predicted that the use of internet and online marketing will experience rapid growth. The explosive growth of the online marketing can be easily explained with the many advantages for the sellers, as well as for the potential consumers²⁰⁾.

18) Ibidem.

19) Kotler, F., 2000, in http://www.serbia-business.com/serb/images/stories/pdfs/Marketing_strategic/Direktni%20i%20online%20marketing.pdf.

20) For more information see Marketing, Treće izmjenjeno i dopunjeno izdanje, *redaktori*: Prof. dr. Boris Tihi, prof. dr. Muris Čičić i prof. dr. Nenad Brkić, Ekonomski fakultet u Sarajevu, 2006, p. 483.

The online marketing has at least, five big advantages²¹⁾. First, it is affordable for big, as well as for small companies. Second, there is no real limit for the advertising space, unlike in the print media or in the radio and the television. Third, the access to and search for information are very fast in comparison to the express mail and fax. Fourth, website is easily accessible by whomever and in whatever time. Fifth, the buying can be done privately and very fast.

The Internet is especially useful for comfort requiring products and services (e.g. books or music), for lowering costs (reading news on the internet), or when consumers ask for more information regarding the product characteristic or price differences (e.g. cars or computers). However, besides the above mentioned advantages, online marketing cannot be applied in every company and for every product because of the following factors²²⁾:

- **Limited exposure and buying from the consumers.** Even though online marketing is experiencing rapid growth, it is still accessible only for a limited market segment.
- **Not representative demographic and physiographic characteristics of online users.** Namely, online users are generally richer and more technically orientated than the rest of the population. Therefore, online marketing is ideal for promoting computer hardware and software, electronic devices for personal consumption and specific types of products, but it is less efficient when it comes to conventional products.
- **The large amount of information can lead to turbulence and chaos.** The Internet offers millions websites and vast sets of information. Therefore, the search on internet can, sometimes, be very frustrating, confusing and time-consuming experience for the buyers. Many advertisements are unnoticed; some of them are not even opened. Unimportant and distressing commercials are considered to be disturbing for the consumers.
- **Safety.** Consumers are worried that someone might be following their online shopping, or much worse, that someone might perform unauthorized shopping by identifying their credit cards' numbers. Companies that perform online marketing are worried that someone might use the internet to spy their computer systems.
- **Ethical problems.** Privacy is primary concern. Marketers might follow website users easily. On the other hand, many consumers by participating in the website activities reveal significant part of their personal information.

²¹⁾ Kotler, P., Marketing Management, The Millennium Edition, Prentice Hall International, Inc., Upper Saddle River, New Jersey, 2000, p. 665.

²²⁾ More information in Kotler, P., Armstrong, G., Saunders, X. and Vong, V.: Принципи на маркетинг, (превод на македонски - Влада на РМ), Трето европско издание, 2001, p.993-994.

Additional issue is the segmentation and possible discrimination. At the moment, internet is being used largely, by richer consumers. Poor consumers don't have full time access to internet, which makes them less informed for the products, services and the prices.

These limitations do not deteriorate the importance and the effectiveness of the online marketing. Moreover, every company that wants to expand its operations on the foreign markets needs to have online marketing as an integral part of its strategy. As it develops, online marketing is becoming more and more powerful instrument for development business relationships, establishing contacts with the consumers, increasing sales, promoting company's name and products and for more efficient and effective marketing research²³⁾.

5. INTEGRATED DIRECT MARKETING

All of the above mentioned promotional activities, on one way or another, contribute to companies' success and promotion on the domestic, as well as on the foreign markets. However, very often, companies fail to integrate well the individual marketing activities, one with another or with the other elements of companies' promotional or marketing mix. Namely, different marketing activities are managed by different persons, for e.g. advertising campaigns are managed by the department for advertising, direct marketing is managed by the direct marketing experts, website is developed by an outside internet firm etc. This can lead to poor final results. **Integrated direct marketing** overcomes these disadvantages. The concept of integrated direct marketing refers to a use of more tools and more phases in order to improve the reaction²⁴⁾.

Integrated direct marketing means integrated use of more types of the direct marketing. Namely, integrated direct marketing is about the use of the direct marketing as a part of the integrated marketing mix. Moreover, direct marketing becomes a complement to the other marketing activities. New consumers are recruited through different media – newspapers, television or, even by direct mail. Once consumers are recruited, direct marketing is used to increase the benefit of these consumers for the company – by direct sale of other product lines to the consumers or by asking current consumers to “recommend the product to their friends”²⁵⁾. In such circumstance direct marketing is becoming an integral part of a wide marketing mix.

²³⁾ Ibid, p. 994.

²⁴⁾ More information in Kotler, P., Armstrong, G., Saunders, X. and Vong, V.: Принципи на маркетинг, (превод на македонски - Влада на РМ), Трето европско издание, 2001, p. 995.

²⁵⁾ <http://senica.tripod.com/marketing/Knjiga5-27.pdf> (visited on 19.10.2011)

Conclusion

Direct marketing is one of the most dynamic fields of the marketing. The concept of direct marketing is based upon the system of information and/or sales where the firm, through interactive communication, establishes direct and personal relationship with the consumers. In essence, direct marketing is a combination of three marketing techniques: economic propaganda, sales improvements and market research.

Marketing databases are essential for the success of the direct marketing. Generally, databases are sum of data used for computer search. Database marketing, on the other hand, is the process of creating, developing and using consumers' and other databases (such as products' databases, distributors' databases, intermediaries' databases etc.) in order to establish communication and to perform business transactions. Media of the direct marketing are: direct mail, catalog, telephone, television, telemarketing etc.

Online marketing is traditional marketing combined with the use of information technologies i.e. interactive online computer systems and electronic connections between the buyers and the sellers. Basically, there are two main types of online marketing channels – commercial online services and Internet. The latter can be defined as a global system of interconnected computer networks which allow for a possibility of immediate and decentralized communication.

Marketers can conduct online marketing on four different ways: by creating electronic shops, using online ads for promoting products or services, participation in forums and by using e-mail.

Event though relatively new, it is expected that Internet and online marketing will experience rapid growth. The explosive growth of the online marketing can be easily explained with the many advantages for the sellers, as well as for the potential consumers.

Integrated direct marketing is about integrated use of different types of direct marketing i.e. promotional campaigns with more marketing tools and more phases in order to improve the reaction.

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