

Lester Wundermanns 19 Direct Marketing Theses

1. Direct marketing is a strategy, not a tactic.
2. The consumer, not the product must be the hero.
3. Communicate with each customer or prospect as an audience of one.
4. Answer the question, !Why should I"?.
5. Advertising must change behaviour, not just attitudes.
6. The next step: Profitable advertising.
7. Build the "Brand Experience".
8. Create relationships.
9. Know and invest in each customers lifetime value.
10. "Suspects" are not "prospects".
11. Media is a contact strategy.
12. Be accessible to your customers.
13. Encourage interactive dialogues.
14. Learn the missing « When » ?.
15. Create an advertising curriculum that teaches as it sells.
16. Acquire customers with the intention to make them loyal.
17. Loyalty is a continuity program.
18. Your share of loyal customers, not your share of markets, creates profits.
19. You are what you know.