

CFAM4.3.6

Develop and implement direct-response tools within advertising



Overview

This is about developing and implementing methodologies and techniques for obtaining a response, and gathering the responses, within advertising campaigns, for example, those involving press, radio, television, posters and other outdoor media.

This unit is recommended for marketers with responsibility for developing and monitoring methodologies for obtaining direct response to advertising initiatives. Such marketers might be employed within an organisation marketing its products/services in this way, or work for an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 confirm the objectives for the advertising campaign, including the levels of fulfilment sought
 - P2 identify the target population correctly
 - P3 determine the advertising message and marketing proposition for the campaign, ensuring that these are in line with the overall marketing strategy
 - P4 assess the response devices available, and the option of including an incentive for customers to respond
 - P5 present a reasoned assessment of the devices and options available, making recommendations based upon an analysis of the costs and benefits associated with each
 - P6 develop the preferred option, including coding to identify the source of any response where necessary, ensuring that the device sets out clearly the action required of respondents
 - P7 assess the likely level of response, and determine and agree the actions, resources and budget required to manage this
 - P8 ensure that response teams are briefed and resourced correctly
 - P9 monitor responses and evaluate fulfilment achieved against the levels targeted
 - P10 review the outcomes and use your analysis towards informing future activities

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the role of direct-response tools within advertising strategy
- K2 the principal methods and tools for obtaining a direct-response to advertising campaigns and their relative advantages
- K3 the principal types of advertising and those direct-response tools appropriate to each
- K4 the importance of careful targeting in direct-marketing programmes and methods for achieving this
- K5 the importance of ensuring that the response tool allows respondents to both access the device and to readily complete the details required
- K6 the importance of ensuring that any other direct marketing media which carry related messages to that within the direct-response tool are integrated
- K7 typical data collection and reporting systems appropriate for direct-marketing programmes, and their relative merits
- K8 methods for testing and gauging the likely impact of direct response initiatives within advertising campaigns
- K9 the importance of delivering within agreed budgets, and the ways of monitoring activities against plans and budgets
- K10 the importance of maintaining confidentiality of data and how to ensure that this occurs
- K11 the principles of data protection applying to direct-marketing programmes and how to apply these

You need to know and understand:

Industry/sector specific knowledge and understanding

- K12 legal, regulatory and ethical requirements affecting the implementation of direct-response initiatives
- K13 Best practice guidelines for Response Handling

You need to know and understand:

Context specific knowledge and understanding

- K14 organisational guidelines affecting direct-response initiatives
- K15 the organisation's products/services relevant to the direct-response initiatives
- K16 reporting procedures within the organisation, and key persons to be kept informed

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Additional Information

Behaviours

1. You demonstrate a clear understanding of different customers and their probable responses to advertising campaigns involving direct response
2. You identify clearly the value and benefits of a proposed course of action
3. You identify people's information needs
4. You present information clearly, concisely and accurately
5. You take personal responsibility for making things happen
6. You comply with legal requirements, professional and ethical codes

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