



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

Stan Rapp

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Attract New Customers and Exceed Revenue Goals with iDirect Marketing!

“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.”

Al Ries, author of *War in the Boardroom*

“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.”

Tim Suther, SVP, Acxiom Global Multichannel Marketing Services

“The internet brings about the reinvention of everything. Now it is marketing’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.”

Chris Anderson, author of *The Long Tail*

“Direct marketing is interactive, and interactive marketing is direct. With an ‘iDirect’ 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.”

John Greco, President and CEO, Direct Marketing Association

“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.”

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 paradigm—iDirect—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

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Lisa Martin:

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Gloria Eller:

A lot of people always spent their very own free time to vacation or even go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent they will free time just watching TV, or playing video games all day long. In order to try to find a new activity honestly, that is look different you can read a new book. It is really fun in your case. If you enjoy the book that you simply read you can spent all day every day to reading a guide. The book Reinventing Interactive and Direct Marketing: Leading Experts Show How to Maximize Digital ROI with iDirect and iBranding Imperatives it is very good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. If you did not have enough space bringing this book you can buy the particular e-book. You can m0ore simply to read this book from a smart phone. The price is not too costly but this book features high quality.

Jorge Eaton:

Why? Because this Reinventing Interactive and Direct Marketing: Leading Experts Show How to Maximize Digital ROI with iDirect and iBranding Imperatives is an unordinary book that the inside of the book waiting for you to snap this but latter it will surprise you with the secret the item inside. Reading this book alongside it was fantastic author who all write the book in such wonderful way makes the content within easier to understand, entertaining technique but still convey the meaning thoroughly. So , it is good for you for not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of positive aspects than the other book get such as help improving your ability and your critical thinking method. So , still want to hesitate having that book? If I were being you I will go to the reserve store hurriedly.

John Mendoza:

This Reinventing Interactive and Direct Marketing: Leading Experts Show How to Maximize Digital ROI with iDirect and iBranding Imperatives is great publication for you because the content that is certainly full of information for you who else always deal with world and also have to make decision every minute. This book reveal it info accurately using great manage word or we can declare no rambling sentences in it. So if you are read that hurriedly you can have whole facts in it. Doesn't mean it only gives you straight forward sentences but tricky core information with beautiful delivering sentences. Having Reinventing Interactive and Direct Marketing: Leading Experts Show How to Maximize Digital ROI with iDirect and iBranding Imperatives in your hand like obtaining the world in your arm, information in it is not ridiculous a single. We can say that no reserve that offer you world inside ten or fifteen moment right but this book already do that. So , this is good reading book. Hey there Mr. and Mrs. busy do you still doubt in which?

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