

Competence

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| ■ The worldwide mail-order market | The most important mail order countries, companies and developments worldwide. |
| ■ The general success criteria in Direct Marketing | The most important best practice (benchmarks) in Customer-, Product-, Communication- and Multi-Channel-Marketing |
| ■ The specific success criteria in the Marketing Strategy | The importance of the strategic success criteria polarisation, differentiation, targeting, brand management. |
| ■ Planning of an optimal action chain | Optimising the action chain in the offer mix of a big-book, intermediate, special, acquisition and overstock catalogues. |
| ■ Optimising the customer marketing mix | Utilising the best practice customer marketing mix for acquisition, activation, reactivation, address-management and service-marketing |
| ■ Success multiplication instruments | Increasing the success of your addresses, articles, pages, catalogues and companies significantly, by multiplying them by Cross Listing and/or Cross Selling. |
| ■ Maximum use of synergies | The usage of synergies in the creation, buying and selling of articles as well as on all back-office sectors. |

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