Type:

Essay (any type)

Service:

Writing

Pages:

4 pages / 1100 words

Level:

University

Language:

English (US)

Deadline:

Aug 16, 10:00 PM

Topic:

Marketing

Subject:

Marketing

Sources:

4 sources required

Style:

APA

Description

In a paper of 1,000-1,500 words, identify a successful direct marketing (using direct mail, catalogues, and/or telephone marketing) or digital marketing (using email, Internet advertising, and/or social media) campaign recognized within the past 18 months. Provide an overview of the media strategy and messaging strategy as well as the metrics used to define success. Also, explain who the target audience for this marketer is in terms of media usage and demographics. The paper must be supported by appropriately cited research. Prepare this assignment according to the guidelines found in the APA Style Guide, located in the Student Success Center. An abstract is required and is not part of the overall word count.