

A CASE STUDY ON DIRECT MARKETING OF WEDDING RETURN GIFTS

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Direct marketing is a popular approach for businesses looking to reach customers directly and drive sales. In the wedding industry, direct marketing can be particularly effective for selling wedding return gifts, which are typically given to guests as a token of appreciation. Let's consider the case of a business specializing in direct marketing of wedding return gifts.

The business in question has a wide range of wedding return gift options, from traditional items like brass diyas and clay pots to more modern options like personalized wine glasses and photo frames. The company has invested heavily in developing a database of potential customers, including wedding planners, event managers, and individual customers.

To promote their products, the business sends out targeted email campaigns and catalogs to their database of potential customers. They also attend wedding and event exhibitions to showcase their products and make new connections in the industry. In addition, the business has established a strong social media presence, regularly sharing photos and information about their products on platforms like Instagram and Facebook.

To further incentivize purchases, the business offers special discounts and promotions to customers who place larger orders or make repeat purchases. They also provide a personalized service to customers, offering customized gift packaging and labeling with the couple's names and wedding date.

Through these direct marketing efforts, the business has established a strong reputation in the wedding industry and has seen consistent growth in sales and revenue.

Discussion questions:

How does direct marketing of wedding return gifts differ from other forms of marketing in the wedding industry, such as bridal shows and online marketplaces?

What are some of the benefits of using direct marketing for wedding return gifts? What are some potential challenges?

How might the business expand their database of potential customers beyond wedding planners and event managers?

What role does social media play in the business's direct marketing efforts for wedding return gifts? What other online channels might be effective?

How might the business continue to innovate its direct marketing strategy to remain competitive in the wedding industry?