

Putting a price on direct marketing

How much does the direct marketing industry contribute to the UK economy?

The Direct Marketing Association's (DMA) *Putting a price on direct marketing* report is the most comprehensive research to date into the financial impact of the UK's direct marketing industry.

Direct marketing is a major sales generator

Companies polled in the study attributed

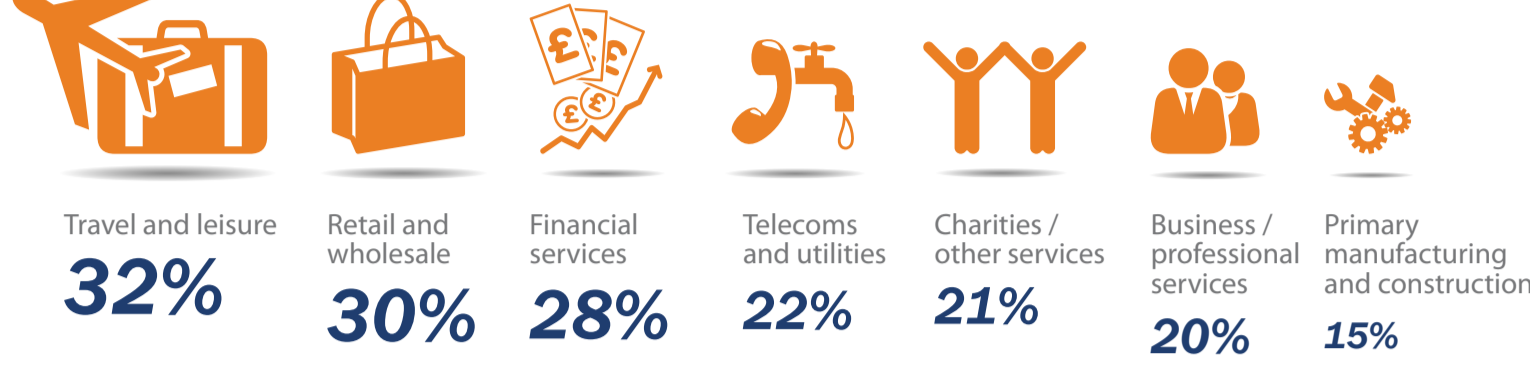
23%

of their

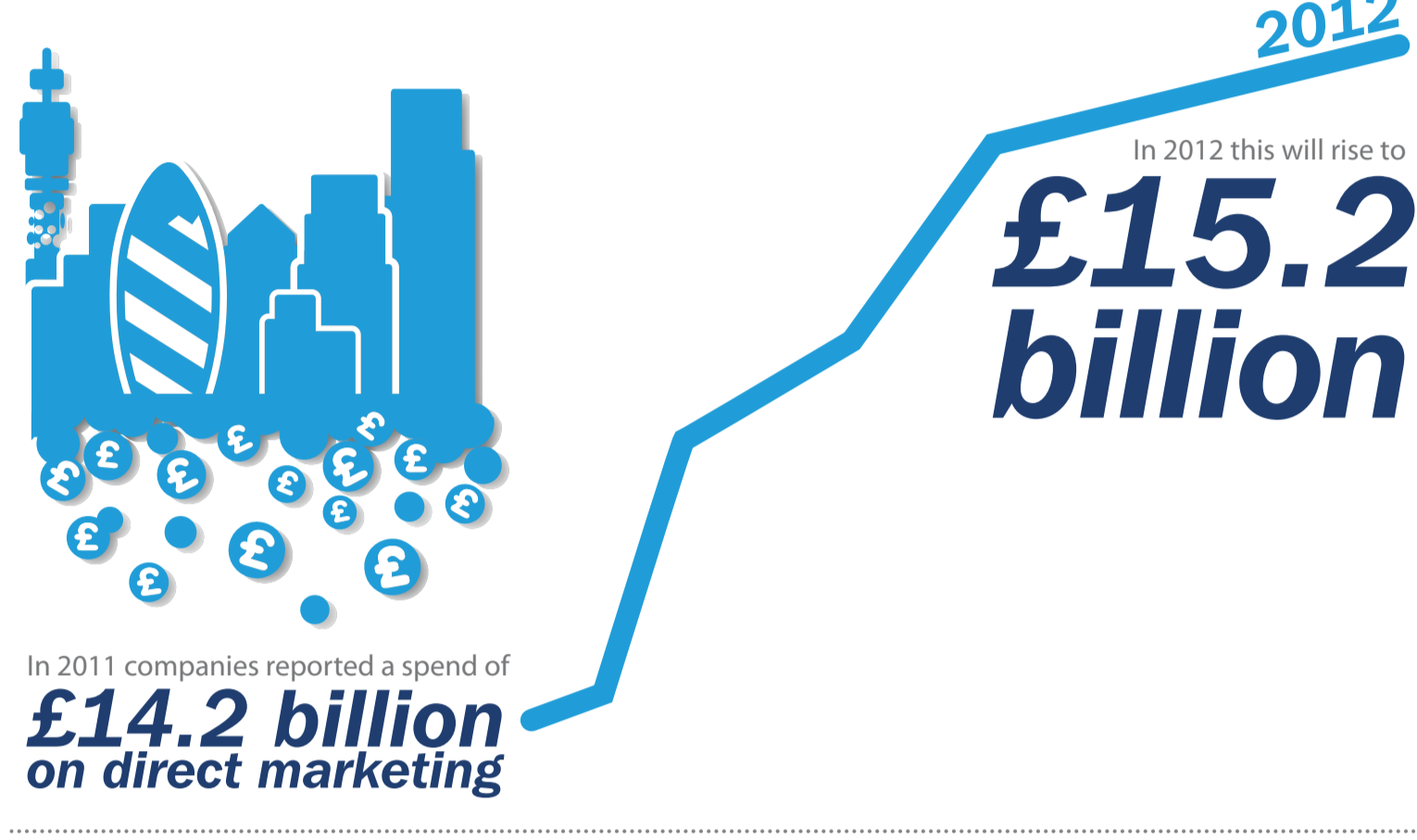
turnover to direct marketing

Direct marketing-generated sales, sector-by-sector

The proportion of sales generated by direct marketing is more pronounced in some sectors than others.

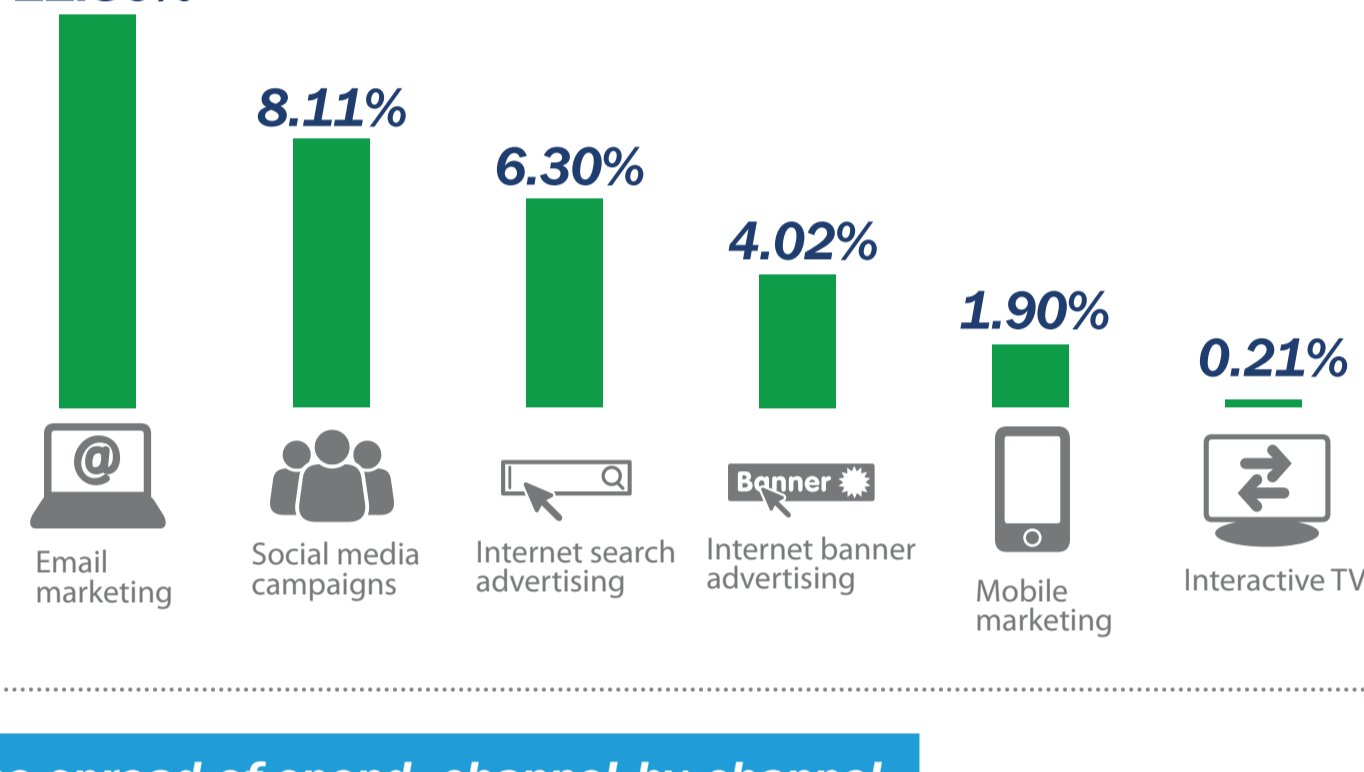


Companies invest a lot in direct marketing



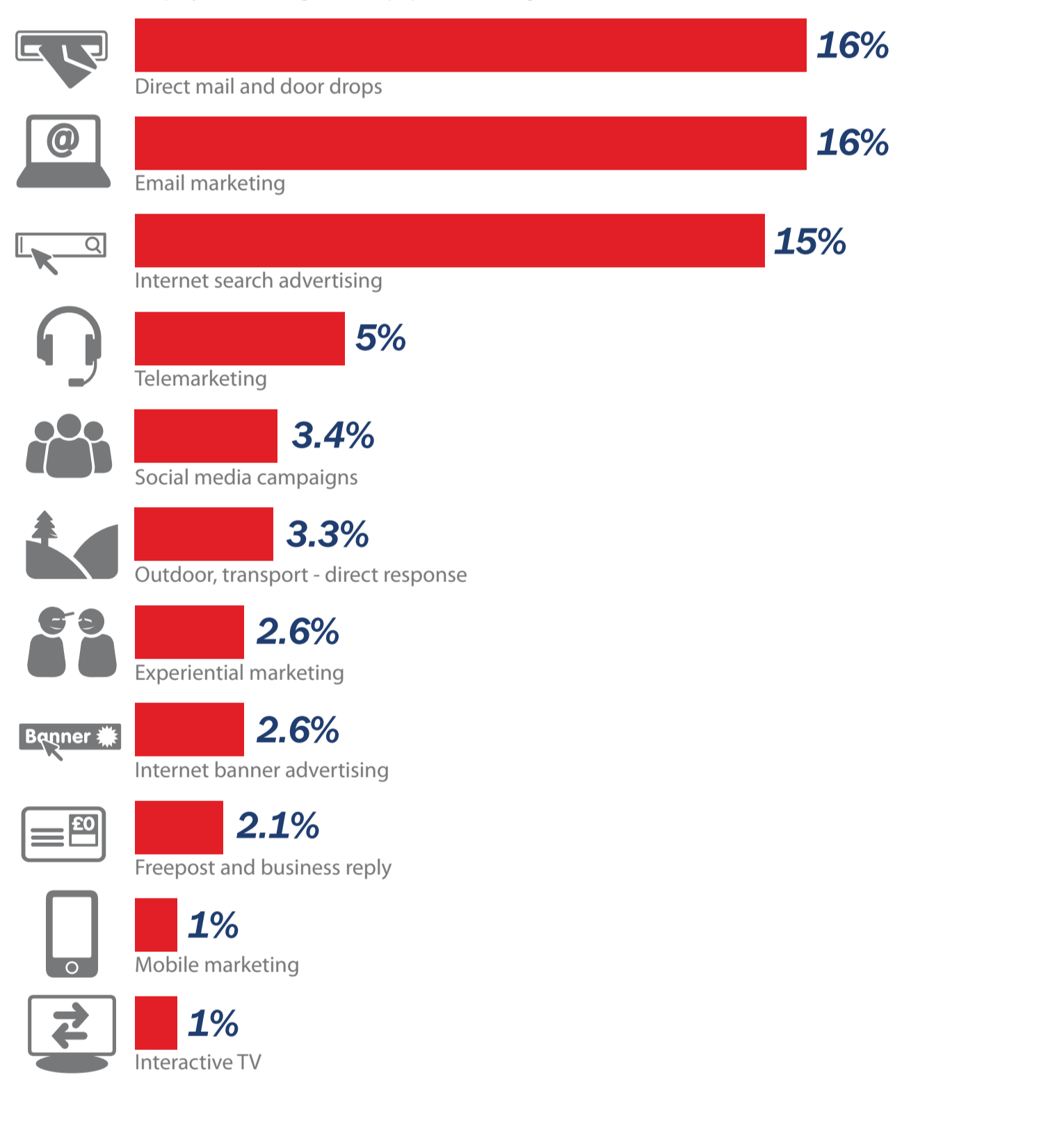
Looking forward to further growth

Companies estimate that their overall direct marketing spend will increase by the end of 2012, with the majority of increased expenditure being allocated to digital channels.



The spread of spend, channel-by-channel

The proliferation of direct marketing channels in the last few years means that companies are carefully spreading their marketing budgets to yield maximum ROI.



A major employer

In total the direct marketing industry supports



150,000 marketing professionals employed by

225,000 marketing professionals employed by

155,000 indirect jobs that depend on direct marketing

Brands

agencies and suppliers

Conclusion

Here's what Chris Combemale, executive director of the DMA, said:

"While the UK remains mired in a protracted recession, the creative industries are among the few that are performing strongly, with direct marketing in particular making an outstanding contribution to the UK economy.

"The industry is bucking the prevailing trend with increases in overall expenditure and employment figures forecast for 2012.

"As *Putting a price on direct marketing* demonstrates, the Government must make every effort to ensure the industry can continue to play its part in dragging the UK out of recession."

The full *Putting a price on direct marketing* report can be downloaded from <http://www.dma.org.uk/toolkit/putting-price-direct-marketing>

Methodology

Future Foundation employed an economic model developed using data from the ONS and applied best practice modelling techniques to a specially-commissioned survey to a representative sample of 600 UK companies. In total, detailed interviews were undertaken with 453 companies who engage in direct marketing. The study was conducted between March and June 2012.

About Future Foundation

The Future Foundation is a leading international consumer futures business. Our core expertise is based on identifying and forecasting social and consumer trends and determining the extent of their impacts on markets, services, brands and products. Since our launch in 1996, we have worked to meet the strategic needs of businesses through the application of insight. We identify, measure and examine trends, attitudes and behaviours through the rigorous analysis of quantitative and qualitative research. Our robust programme of research provides businesses with the grounding and confidence to anticipate the likely impact of the evolving consumer environment and identify new market and revenue opportunities.

www.futurefoundation.net

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

<http://www.dma.org.uk/content/welcome-direct-marketing-association>

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