



# Direct Marketing Trends

Gabriel Sora  
Head of Mobile Marketing  
Saatchi & Saatchi X

“Increasingly, the mass marketing is turning into  
**a mass of niches**”

Chris Anderson  
Author of *The Long Tail*



**#1**



Work with niches



“The biggest mistake we see companies make when they first hit Twitter is to think about it as a channel to push out information.”

Tim O'Reilly & Sarah Milstein  
Co-Authors of *The Twitter Book*



**#2**



Engage customers  
not just push information



“People shop and learn in a whole new way compared to just a few years ago, so marketers need to **adapt** or risk extinction.”

Brian Halligan  
Co-Author of *Inbound Marketing*





#3



Become more social & more local



“Understand why and how your audience uses technology and then start trying to **align** your communication efforts.”

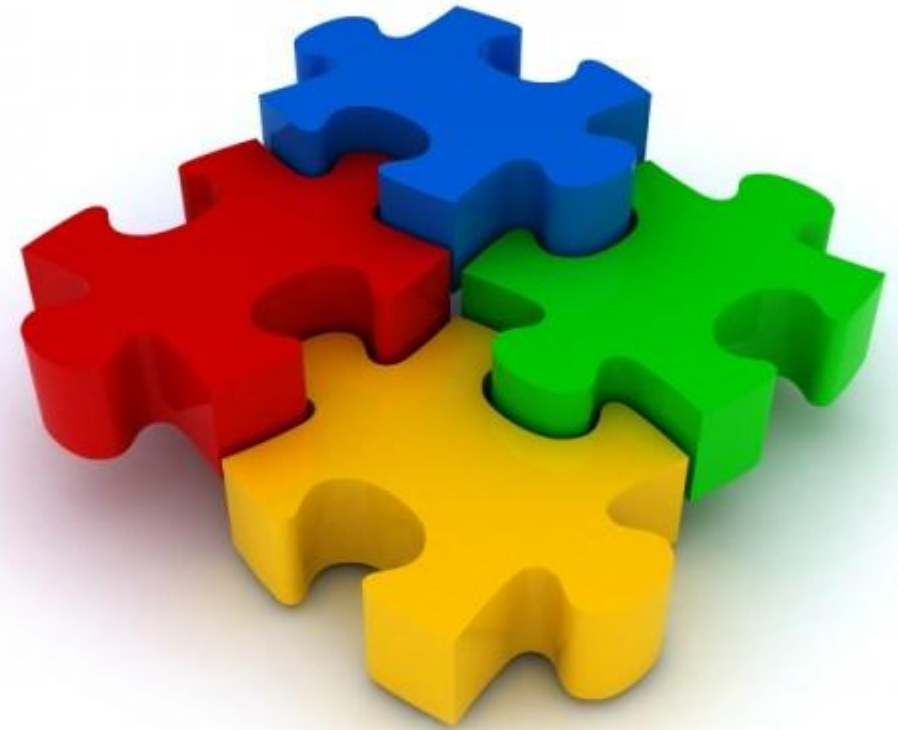
Brian Reich & Dan Solomon  
Authors of *Media Rules*



**#4**



Integrate your social databases  
into your CRM



“Smartphones are reinventing the connection between companies and their customers.”

Rich Miner  
Partner, Google Ventures  
Co-Founder, Android



**#5**



“Mobilize” your databases





“If you wait until there is another case study in your industry you will be too late.”

Seth Godin  
Author of *Permission Marketing*





**Thank you**