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INDIRECT AND DIRECT MARKETING APPROACHES IN CONSULTANCY FIRMS

There are two general types of marketing approaches which are often used by consultants: indirect and direct marketing. The indirect marketing strategy focuses on making the firm more known on the market and strengthens its reputation. The direct marketing is focused on one or several specific clients and the approach should result in an inquiry or offering.

The first approach is indirect communication. It is also called group communication. It is used to strengthen the firm's image through commercials and advertising directed toward a large group of clients. The goal of the firm is to make potential clients aware of their firm's quality and, thereby, remember the firm. The firm must have good contact with the media. Overall, the indirect marketing approach should highlight the firm without turning to specific clients. However, the firm can control and choose their promotion and marketing so that it will interest a specific type of clients. The line between the indirect and direct marketing approach is not thick. Shortly, after the indirect approach the direct approach should start.

The second approach is direct communication or individual communication. This approach is the follow-up to indirect communication, and more specific clients are the target. The approach includes private meetings. The consultant presents its services and seeks to get projects. It can be both formal and informal.

The third approach is called the opportunistic approach which is also a form of direct communication. Sometimes it is called 'hidden marketing'. The consultants keep their eyes open for new possibilities and try to convince their clients that they need their services. However, consultancy firms must be careful when they seek for possibilities. The training in terms of improving listening skills, diagnostic skills, and skills for solving problems, are necessary to develop and maintain close partnerships. In addition, clients expect the firm to be up-to-date and use modern solutions. Consultants gain advantage if they are aware of every

affair that occurs in business.