

CHARTER DIRECT MARKETING

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CAMPAIGN MANAGEMENT

- I. Marketing Strategies
 - A. Short Term
 - B. Mid-Term
 - C. Long Term

- II. Creative Strategies
 - A. Television
 - B. Radio
 - C. Online
 - D. Social

- III. Production Strategies
 - A. Short Form Commercials
 - B. Long Form Infomercials

- IV. Production
 - A. Television
 - B. Radio
 - C. Online
 - D. Social

- V. Telemarketing

- VI. Fulfillment

- VII. Media
 - A. Television
 - B. Radio
 - C. Online
 - D. Social