



Direct Marketing Association (DMA) At-A-Glance

- ❖ Founded in 1917
- ❖ Leading global trade association of businesses and nonprofit organizations utilizing and promoting multi-channel direct marketing tools and techniques
- ❖ Represent companies from dozens of vertical industries in the US and 48 other nations, including nearly half of the Fortune 100 companies, as well as nonprofit organizations
- ❖ Advocate industry standards for responsible marketing, promote relevance as the key to reaching consumers with desirable offers
- ❖ Provide cutting-edge research, education, and networking opportunities to improve results throughout the entire direct marketing process

DMA Benefits of Membership

- ❖ **Free Digital Marketing Training** — Member organizations receive *at least* 1 pass for the DMA Certified Marketing Professional™ (DCMP) program — 17 online learning modules that may be shared within your organization!
- ❖ **Library of Echo Case Studies** — members have access to hundreds of award-winning direct / interactive marketing campaigns segmented in 12 business categories.
- ❖ **Free Access to the DMA Knowledge Center** — members can choose from hundreds of presentations ranging from conferences to seminars and gain valuable marketing strategies and insights.
- ❖ **Free** subscriptions to DMA publications including *Cinema DMA, Direct from Washington, Point, Politically Direct, Multibrief, 3D & Triple Bottom Line*.
- ❖ **Four Free Research Reports** — members will receive a copy of the DMA / Winterberry Group Quarterly Business Review every quarter.
- ❖ Over 20 **free** webinars and briefings on a wide variety of topics.
- ❖ Discounted rates on conferences, seminars, and research products
- ❖ **Free** compliance resources, tools and monthly webinars on the latest self-regulatory, ethics, privacy, environmental and consumer protection issues affecting marketers in all channels.
- ❖ Opportunities to serve on DMA's Corporate & Social Responsibility (CSR) Board-level Committees, which write and enforce industry-wide guidelines for ethical and legal marketing in all channels, as well as develop tools to help

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members achieve environmental stewardship and the triple bottom line (financial, environmental and social success)

- ❖ Representation at all levels of the legislative and regulatory process on key issues in direct marketing including email, Internet, privacy, postal, taxation, and more.
- ❖ Grassroots networking opportunities

Professional Development Opportunities

Conferences: DMA offers several diverse conferences each year including the DMA2012 Conference & Exhibition, Email Evolution Conference, National Center for Database Marketing Conference & Exhibition (NCDM), National Conference on Operations & Fulfillment (NCOF), ALL for ONE: The Integrated Marketing Summit, presented by DM Days and more.

Councils help marketers stay up-to-date on new techniques and best practices in a particular vertical or segment. Council groups range from Analytics and Circulation to CRM and Interactive Marketing. Visit <http://www.the-dma.org/segment/> for a full listing of the Councils and Segments that DMA offers.

Certification Courses (seminars) are held both in-person and online and cover a range of topics and levels (from fundamental to advanced). Courses include Social Media, Email Marketing, Search Engine Marketing/Optimization, Mobile Marketing, Online Marketing, and more.

DMA Career Center

Members can streamline their hiring process by utilizing the DMA Career Center. Specifically, they can:

- ❖ Post Jobs
- ❖ Search DMA's resume database of over 40,000 resumes
- ❖ Track job activity
- ❖ Manage postings online

Research Reports & Books

DMA produces a range of research reports that allow you access to the latest facts, figures, projections, and analyses of segments and topics in direct marketing. Best-sellers include:

- ❖ *Response Rate Report*
- ❖ *The Power of Direct Marketing: ROI, Sales, Expenditures, and Employment in the US*
- ❖ *Statistical Fact Book: The Definitive Source for Direct Marketing Benchmarks*

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