

Abstract

Sephora is currently the world leader in the beauty retail industry. Gaining and keeping loyal customers plays a significant part in its marketing strategy. Chosen tools for accomplishing this goal are the loyalty club and direct marketing communication targeting its members. The focus of the first part of this thesis is to introduce direct marketing and its main tools followed by their usage and practical evaluation. For this evaluation, the author chose Sephora's direct marketing campaign from the pre-Christmas period of 2017.

Moreover, the theoretical part of this thesis presents Customer related management (CRM), its types and benefits to a company, loyalty clubs and the importance of impeccable database segmentation as all those elements are essential for a successful direct marketing campaign.

The practical part of this thesis analyses the chosen segments of the pre-Christmas campaign and applied direct marketing tools. Chosen methodology for this part was descriptive analysis.

The aim of the thesis is to evaluate and compare the effectiveness of chosen tools as well as to select the most effective ones for future communication between the company and its customers which could lead to more effective allocation of company's monetary resources.