

# Direct Mail Campaign Checklist

Get a better outcome when you think strategically and plan ahead.

It's time for a little critical thinking. Review the questions below to help define the purpose and positioning for your direct mail marketing campaign. From there, your messaging, images, list and offer will all fall into place, and line-up correctly with your brand and sales goals.



## ✔ Set the main goal of your campaign.

Are you looking to bring new customers to your place of business or online store? Decide whether your campaign's goal is to generate new sales leads or appointments, boost call volume or orders, inspire customers to join your cause or attend your event, or any other action your business may require.

## ✔ Know your budget and quantity.

List your total campaign budget. This should account for creative services, printing, mailing lists, postage and any other expenses. If you're renting a mailing list, it will help determine how many new prospects are available to reach out to, depending on your budget.

## ✔ Determine your mailing list.

What's your target audience and who will you reach out to? You can use your own house mailing list of customers or prospects, or you can set up a Customer Profile Report with Modern Postcard to discover who your best customers are and how you can find more through a rented list. You may even choose to combine your house lists with rented lists to cover all your bases.

## ✔ Create the offer you will present.

What offer will incentivize your audience to immediately get in touch with you, make a purchase, or take the next step? Many companies give away a free item, offer a good percentage off, promote a complimentary consultation, and other attention-grabbing freebies. Offers should motivate customers or prospects to respond ASAP, so turn heads and make it good for a maximum response.

## ✔ Define your call to action.

How will you ask customers to take action? Your call to action should boldly inspire customers to call today, visit a special landing page, sign-up online, bring an offer in to your store, and more. When it comes to offers, keep it simple by using the easiest format for your audience to redeem their gift or discount.

## ✔ Craft smart creative.

With your mailing list details set, how will your creative visuals and messaging capture the attention of your audience? Think about the key attributes of the customer your campaign is targeting. Write your content and choose graphics or imagery based on your targets' age, gender, lifestyle, income, location, business type, industry, or other relevant information. Also, know and include what makes your business stand out from the competition. What are the features and benefits customers should expect when working with you?

## ✔ Track, test and improve.

Many clients choose to test creative, content and more via A/B testing to see what garners the best response. Staying on top of your campaign stats provides you with a plethora of knowledge, so you can adjust and improve as you become a direct marketing pro.

Now that you've thought this through, let's get started.

Take the next step by getting in touch with one of our knowledgeable Direct Marketing Specialists. We'll work with your budget and timeline to achieve your goals. Give us a call today: **800.959.8365**