

Direct Mail Checklist

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What are your goals? Direct sales, advertising an event, or maintaining customer relationships are just a few objectives to choose from.

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Define the target audience. Will the mailing be sent to existing customers, specific demographics, or certain zip codes?

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Establish a budget. Decide how much you're willing to spend and what the response rate is worth to you.



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Timing is everything. Choose a time of year when you have more budget to spend – and try to avoid holidays to ensure mailings arrive on time.



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Compile your mailing list. Direct mail is only cost effective if the delivery rate is high, so be sure to keep your list updated + accurate.

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Consider renting a mailing list. Specify your target audience and how many names you want. Targeted lists pinpoint your best leads, resulting in a higher ROI!

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Build trust + create a connection with recipients through content. Create a powerful headline to grab the reader's attention, an offer to drive response, and most importantly, a call to action, so people know how to respond.



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Your direct mail piece should be creative and convey your company's brand + personality. Use a custom layout, attention grabbing color, and photos for starters.



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Start with a series of test mailings to compare effectiveness of different lists or designs.

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Prepare your team on how to handle responses to your mailing. Let them know of any offers and train them on how to record the response.

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Now it's time to send that mailing out! Consider using a mailing house to ensure you get the greatest postage discount.



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Record and analyze the results. Over time you will be able to refine your marketing strategy based on these results.

