

The Anatomy of the Perfect DIRECT MAIL CAMPAIGN

In 12 Steps



1. START WITH A PLAN

When does your campaign need to go live? Work back from your launch date and allow enough time to get the detail right. 6-8 weeks is usually fine.



3. DECIDE ON A TARGET AUDIENCE

Who you send your mail to impacts the message you have, so have a clear understanding of your audience and be specific.

Special
OFFERS

5. DEVELOP A COMPELLING MESSAGE AND OFFER

This step is also vital - the message and offer you share must be relevant, targeted, to the point and CLEAR - make it attractive!



7. DECIDE ON AN A/B TEST

With direct mail marketing it's easy to test variables such as messaging and offers within different audience segments.



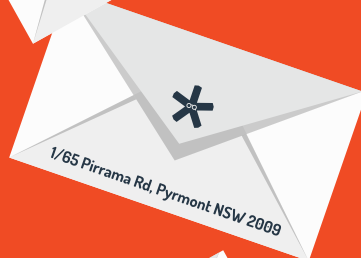
9. DESIGN YOUR MAILER

Your design should support your brand and message. Your mail should look personalised and be attention grabbing all at the same time.



11. INTEGRATE WITH YOUR MARKETING MIX

Follow up with your customers through phone calls, email and online! Don't just wait for them to open the mail.



2. DEFINE YOUR GOAL & SET CLEAR, SPECIFIC OBJECTIVES

Define your goal and set clear, specific objectives. How many customers do I need to convert to achieve positive ROI? Be realistic.



4. SELECT A CUSTOMER MAILING LIST AND CHECK ACCURACY

This step is so important - who is most likely to respond and why?



6. DECIDE ON A RESPONSE ACTION

If you want your customers to respond, make it easy! Include a number or website where you can track the responses!



8. CHOOSE AN ENVELOPE & FORMAT

Mailers with letters are more likely to get a response, as consumers are attracted more to large envelopes, and official looking mail.



10. PRINT STAMP & MAIL

After printing your material, ensure your supplier fulfils your campaign - labelling/posting it out to your schedule.



12. MEASURE & ANALYZE

Now measure your success, from your call/URL tracker etc. See what worked and use it to improve the next campaign!