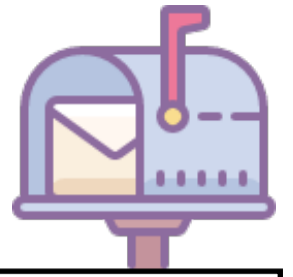




Direct Mail Checklist



Choose the Right List

- Decide regular mail vs EDDM
- Decide on list size (based on campaign goals or on cost of mailing)
- Will you use an in-house list or purchased list?
- For in-house list: Send to entire list, or to a selected group?
- For purchased list: Use geographic and demographic information to customize a list based on your target audience.

Determine Your Campaign Goal & Call-to-Action

- Goal is SMART (Specific, Measurable, Attainable, Realistic, Time Sensitive)
- Create a Call-to-Action that supports this goal

Develop Effective Messaging

- Speaks the language of your targeted audience
- Moves recipient toward completing the Call-to-Action
- Communicates clearly and concisely
- Uses a strong “bait” headline to grab attention
- Uses personalization to more effectively target sub categories within your mailing list

Design Your Mailer

- Design enhances your message
- Appeals to your targeted audience
- Uses the information hierarchy
- If using envelopes, design them to catch attention in the mail