

Direct Mail Campaign Checklist



PRINT, MARKETING, & MAIL SOLUTIONS

100 East Blackhawk Drive
Fort Atkinson, WI 53538
920-563-5144

BadgerGroup.com

- 1

Outline Goals and Budget for Your Mailing

Planning

 - » Do you want to increase brand awareness, grow business, gain new donors, or announce a time-sensitive event?
 - » What is your specific call-to-action?
 - » How will you measure results?
 - » Fixed Costs — *Creative and Project Management*
 - » Variable Costs — *Lists, Printing, Mailing, Postage*

- 2

Develop a Targeted Mailing List

Planning

 - » Who is your target audience?
 - Demographics (*gender, age, business type, etc.*)
 - Psychographics (*activities, interests, values, etc.*)
 - Behaviors (*new prospects, loyal customers, etc.*)
 - Geography
 - » Will you supply your own house list, or do you wish to purchase a prospect list?
 - » Will you personalize each mail piece?

- 3

Determine Response Channels

Planning

 - » Reply Card
 - » Personalized Landing Page (*PURL*)
 - » Company/Organization Website
 - » Email
 - » Social Media
 - » Mobile Text
 - » Walk-In
 - » Other Channels

- 4

Craft the Creative Elements

Creative

 - » Format Selection: Envelope Mailer or Self-Mailer (*ex. postcard*)
 - » Images to Strengthen Message
 - » Distinct Call to Action
 - » What information (*copy and images*) are required?
 - » Will you create the piece or will you use The Badger Group's design services?

- 5

Produce Mailing/Interactive Pieces

Production

 - » Talk to your sales representative about your specific needs.

- 6

Select Mailing Services

Mailing

 - » Standard — *Arrives in homes in 10-14 days*
 - » First-Class — *Arrives in homes in 2-5 days*
 - » Nonprofit

- 7

Track Campaign Results

Analysis

 - » Response Rate
 - » Cost per Lead/Cost per Dollar Raised
 - » Adjust and refine future campaigns