

Direct Mail Considerations

To make sure your direct mail program is a success, ask yourself a few key questions along the way:

Pre-planning

- Did you set a tangible goal for your program?
- Is your mailer providing value, while educating your prospect or building awareness?
- Have you personalized the content in some way?
- Have you determined length of the campaign and number of touch points?

Implementation

- Have you verified your contacts, so you're targeting the right people?
- Did you run some test metrics to ensure your audience will be receptive?
- Are you using a size or dimensional mailer that will require additional postage?

Follow through

- Do you have a follow up plan or call to action on each piece that helps measure results?
- Has someone been designated to track those results as the program continues?
- Have you reflected on what worked and what didn't?

Idea Box: jot down some thoughts, ideas or random notes for you next campaign