

How to Execute a Direct Mail Campaign

Below are the key steps to ensure a flawlessly executed direct mail campaign from start to finish.

Step 1: Identify overall goals and objectives of campaign.

What does success look like and what metrics will be used to evaluate performance? What is the goal that this campaign is trying to accomplish? This could include:

- Cost per Lead, Cost per Acquisition
- Return on Investment, Return on Ad Spend
- Improved Lifetime Value

Step 2: Define the Audience:

Who is the right target audience to receive the direct mail piece? Select may be based on:

- Demographics (age, income, home value, etc)
- Geography (city, state, radius around location, etc)
- Predictive Analytics (best customer look-a-like model score, etc)

Step 3: Suppression Files

Are there any addresses or contacts that need to be removed from the target audience? Suppression files may include:

- Current customers
- Do not contact or opt-out lists

Step 4: Creative

Determine the appropriate print format for the campaign (letter pack, postcard, bifold).

When designing the creative, don't forget to include:

- Clear call to action
- Space for address panel

Step 5: Secure Print Production Partner

After determining the audience size and the appropriate format, gather quotes and schedules from print shops. Select the partner based upon:

- Cost of print and production
- Timing for in-home delivery
- Ability to execute format correctly

Step 6: Deliver Creative and Data Files to Printer

Creative should be provided as high resolution, print ready PDFs with Bleeds included

- CMYK and spot colors are acceptable (no RGB)
- High resolution artwork (300 dpi or better)
- Elements designed to print off the page (bleeds) must extend past the trim .125"

Step 7: Print & Data Audits

The printer will typically provide two sets of proofs to audit:

Digital PDF Audits:

- These audits are to ensure that the printer is interpreting the creative correctly, the audits will be provided to your team for review and approval.

Data Audits:

- These audits are to ensure that the printer is interpreting the data correctly, the audits will be reviewed by Speedeon

Final review of the artwork may be provided to your team, if interested. Once approvals have been received for audits printing of the mail piece will begin.

Step 8: Postage Payment

Before a direct mail campaign can be delivered to the post office, a postage payment must be made. An invoice will be sent based upon the data selection and postage type. Payment for this invoice is due upon receipt. Any delay in payment may delay the deployment of the campaign.

Step 9: Campaign Deployment

Once postage payments and all approvals have been received the printer will transport and hand-off the printed mail pieces to the USPS. Once this hand-off occurs, mail pieces enter the mail stream and begin arriving in-home. In-home reporting will be provided by Speedeon.

Step 10: Results

Matchback reporting can begin 15-30 days post in-home. An updated customer file will be needed in order to perform the reporting at Speedeon, alternatively, the mail file can be provided if data transfers are an issue.