Taradel DIRECT MAIL CHECKLIST

USE THIS CHECKLIST TO AVOID COSTLY MISTAKES AND IMPROVE DIRECT MAIL PERFORMANCE.

◯	**Determine Your Goal(s)** (ie: Phone Call, Web visit, Sale, Etc)	What does success look like?
◯	**Set Campaign Budget & Timeline** (ie: Mail 5,000 prospects, 1x per month, for 3 months)	Determine your direct mail campaign budget. Consider the total reach (number of prospects) of your campaign, the total number of impressions (number of times you will mail to each prospect), and the timeline for each mailing.
◯	**Analyze Competition; Review Consumer Alternatives**	Discover opportunities to differentiate your business and leverage weaknesses.
◯	**Develop "Lead" Follow-Up Plan; Assign Task Owners; Prepare "Next Steps"**	Who is in charge of responding to new leads or inquiries from your direct mail campaign? And how? Prepare a lead follow-up plan and make it the law.
◯	**Determine Response Tracking Methodology**	How will you track response? Phone call tracking? Web visit? Form submission?
◯	**Create Offer, Call-To-Action**	Your offer (or Call-To-Action) should be clear, concise, and drive immediate action.
◯	**Survey Customers; Industry Pros**	Seek validation from current customers (and industry professionals) to ensure that your offer is compelling/optimized.
◯	**Develop Sales Copy**	Hire an experienced copywriter to turbo-charge your message.
◯	**Develop Creative**	Hire a graphic designer to bring your offer and message to life.
◯	**Verify Contact Information**	Ensure that all contact information is easy to locate and read; test all phone numbers and web URLs.
◯	**Develop Web Presence**	Create a dedicated landing page for your website (where applicable) for the campaign. Do not use a generic homepage when promoting a specific offer or Call To Action.
◯	**Prepare "Matching" Support Efforts**	Integrated marketing campaigns are more effective. Use social media, email blasts, videos, etc to further promote your campaign.
◯	**Prepare for Launch**	Ensure that adequate inventory, supplies, human resources, ect. are available during the "in home" date range for your campaign.
◯	**Review; Response Data**	After the promotional offer (or campaign) has expired, review all available data and analytics to determine ROI.