

# 10 Steps to a Great Direct Mail Campaign



## 1 CREATE A GOAL

Think **SMART**: A complete goal should be **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**imely. If your objective fits this criteria, you're ready to strategically plan your direct mail marketing campaign.

**PRO TIP**

Consider what achieving this goal will do for your business, and determine what you're willing to invest to be successful.

## 2 IDENTIFY THE AUDIENCE

Are you reaching out to current customers or a new demographic? How do they benefit from your service or product? What's important to them: are they more likely to seek quality that's a bit more pricey or are they looking for a deal?

**PRO TIP**

Talk to your loyal customers to understand their motivations and what attracts them to your product or service.



## 3 HAVE A PLAN

What are the stages of your buying process? Map out a multi-touch campaign: start by building brand awareness, then ask your audience to act.

**PRO TIP**

Planning for at least 3 mailings to the same audience will improve your chances of closing the deal and making the campaign a success.

## 4 PREPARE FOR DESIGN

What does your brand look like? Gather images that reflect your product or service. Decide what you want the overall look and feel to be of your postcard. Consider your audience when choosing paper weight.

**PRO TIP**

Work with a consistent color palette to create brand recognition.



## 5 CREATE THE DESIGN

Not a designer? No problem. With Design Canvas from QuantumPostcards, you can create your own great looking designs in the same place that prints and mails your direct mail campaign!

**PRO TIP**

Try Design Canvas—a free online tool from QuantumPostcards!

## 6 INCLUDE A CALL-TO-ACTION

Tell prospects what you want them to do—don't assume they know. Direct mail is a great way to drive prospects online. Ex: Visit your website; redeem a coupon code; follow you on social media.

**PRO TIP**

Include an expiration date on offers to create a sense of urgency.



## 7 REVIEW YOUR DESIGN

Be sure to closely proofread your marketing piece.

**PRO TIP**

Ask team members to review for quality and design feedback.

## 8 TARGET AND MAIL

Get your order out to the right prospects quickly and easily using QuantumPostcards. Upload your own mailing list or create one from scratch.

**PRO TIP**

Save money and trees by sending only to those most likely to respond using geographic and demographic list targeting.



## 9 MEASURE

Measure the success of your campaign by tracking responses through coupon code redemptions, website traffic and phone calls.

**PRO TIP**

Be patient. It will likely take multiple touch points to generate response.

## 10 NURTURE

Move your audience through to the next step in your sales process. Continue the conversation online to build the relationship.

**PRO TIP**

Maintain a database to track responses and information about your prospects.



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