**CHECKLIST**

**PLANNING AN EFFECTIVE DIRECT MAIL CAMPAIGN**

People often underestimate what it takes to launch a successful direct mail campaign. A lot of tasks must be performed, and there is an order to follow. This checklist provides a step-by-step guide to make sure your message gets delivered to who you intend.

**EIGHT WEEKS BEFORE MAIL DATE:**

* Find the right lists of potential clients : Search through internal databases and contact list brokers
* Draft the message and find a creative idea to have a good impact on targeted prospects
* Outline the goals of the campaign
* Make a tempting offer and include a call to action
* Think about how you will measure the results of the direct mail campaign (like including rebate codes)
* Find a copywriter
* Find a graphic designer
* Get printing quotes

**SIX WEEKS BEFORE MAIL DATE:**

* Estimate postage costs
* Finalise your offering
* Obtain artwork
* Get customer testimonials for a copywriter

**FOUR WEEKS BEFORE MAIL DATE:**

* Sign deal with printers/sellers
* Set up key codes so that you know which list performs best
* Ensure that you have used the correct tone (personal but professional)
* Check addresses
* Verify spelling and Grammar

**TWO WEEKS BEFORE MAIL DATE:**

* Final list management: buy external lists and clean your own databases
* Check for errors
* Scan to see names, titles in the correct order
* Make sure each has a postal code
* Proofread all copy: consider this your final proof
* Finalise plans with fulfilment house or order takers
* Get all mailing permits (if needed)