



10 STEPS TO HELP CREATE A SUCCESSFUL DIRECT MAIL CAMPAIGN

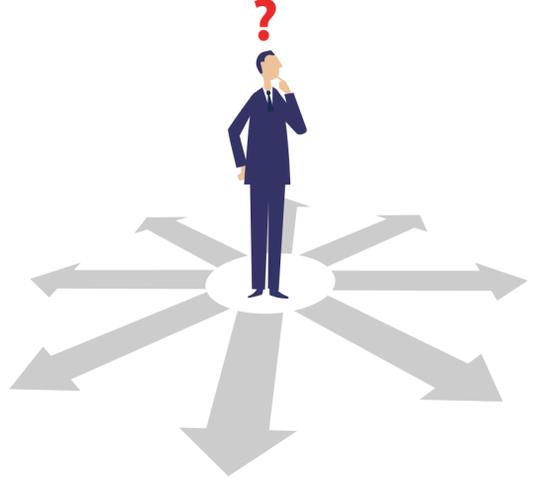
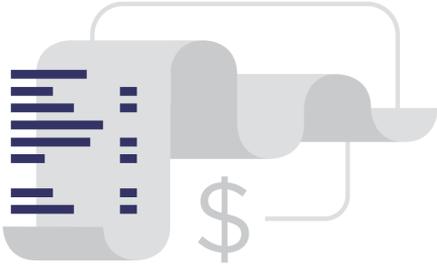
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Step 1 Establish your objectives.

What does success look like to you?
And how can direct mail help you get there?

Step 2 Understand your customers—existing and potential ones.

Find out everything you can about them: Age, gender, income, profession, hobbies, worries, values, etc.



Step 3 Create or purchase a mailing list.

The quality of your list is critical. Ask a list broker for help.

Step 4 Craft your message.

What problem are you solving for your customers?
How are you better than your competitors?



Your Unique Selling Proposition



Step 5 Develop your offer.

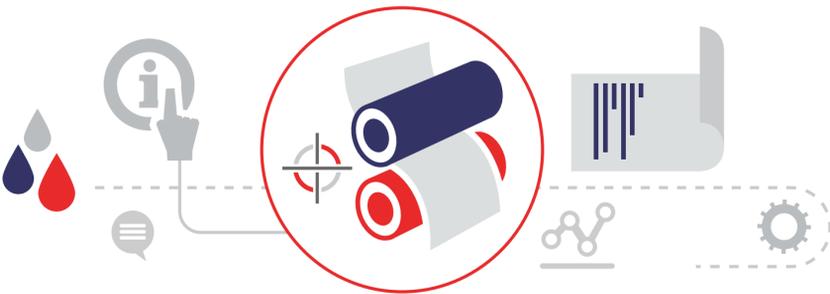
How do you entice people to respond to your direct mailing? You need a well-timed, strong incentive that is relevant to your ideal customers.

Step 6 Integrate print and digital.

Give customers an incentive to visit your website. Or include a QR code or use personalized URLs.

Step 7 Create your mailpiece.

- Decide on a format: Postcard, letter, self-mailer, etc.
- Decide on a mail type: First-Class Mail®, Standard Mail®, etc.
- Write effective text: State your offer clearly.
- Create a design that's simple and easy to read.
- Contact a USPS Mailpiece Design Analyst to be sure you're meeting Postal Service™ requirements.



Step 8 Print your mailer.

Choose a printer carefully and find out how they want you to prepare your files for printing. Proofread meticulously before giving the OK to print.

Step 9 Prepare your piece for delivery to a Post Office™ facility.

Decide if bulk mail is right for you. It could lower your costs but add to your labor. You may want to buy presort software or contract with a letter shop or presort bureau.

Step 10 Track your response.

To make sure you're getting the greatest possible return on investment (ROI) from your campaign, do some preliminary testing on a small-scale mailing before you send out all your mailpieces.

Estimate your ROI before you start, and calculate it again when your campaign is finished.



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