

# Direct Mail CAMPAIGN PLANNER



## PRIMARY CAMPAIGN OBJECTIVES

Summarize the goals you expect your campaign to achieve. (e.g. generate 100 phone calls from prospects, drive customers to our website to boost online purchases, 50 new sales leads within 30 days, etc.)

- |  |  |
|--|--|
| <input type="checkbox"/> Bring customers into our store(s) | <input type="checkbox"/> Generate new sales leads/appointments |
| <input type="checkbox"/> Drive orders on our website       | <input type="checkbox"/> Boost call volume/orders              |
| <input type="checkbox"/> Drive downloads on our website    | <input type="checkbox"/> Drive event attendance                |
| <input type="checkbox"/> Other _____                       |  |

## MAILING LIST

Which list(s) do you plan on using to reach your target audience?

- |   |   |
|---|---|
| <input type="checkbox"/> My own list of customers | <input type="checkbox"/> My own list of prospects |
| <input type="checkbox"/> Need to rent a list      | <input type="checkbox"/> All of the above choices |

## TARGET AUDIENCE (if renting a list)

Describe the key attributes of the customer your campaign is targeting. Start by describing your typical customer profile (consumers or businesses) based on age, gender, lifestyle, income, location, business type or industry, number of employees, or other relevant information.

<input type="checkbox"/> Consumers	<input type="checkbox"/> Businesses
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

## STEP BY STEP

Smart, effective marketing starts with a plan. This quick and easy campaign planner will jump start your next mailer or promotion and help put the power of direct mail to work for your business.



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### GET BIG RETURNS

After filling out this form, you'll be ready to chat with one of our friendly direct mail experts about your campaign. They'll help you find the ideal product for your project, walk you through our mailing process and provide targeted list options that can connect your business with the right audience.

### DESIRED MAIL QUANTITY

Campaign/test 1 \_\_\_\_\_

Campaign/test 2 \_\_\_\_\_

Campaign/test 3 \_\_\_\_\_

Campaign/test 4 \_\_\_\_\_

### OFFERS

Offers should motivate customers or prospects to respond immediately. Define your offer.

Campaign/test 1 \_\_\_\_\_

Campaign/test 2 \_\_\_\_\_

Campaign/test 3 \_\_\_\_\_

Campaign/test 4 \_\_\_\_\_

### CALL TO ACTION/DESIRED RESPONSE

- |  |  |
|--|--|
| <input type="checkbox"/> Redeem coupon                                     | <input type="checkbox"/> Call to order/inquire         |
| <input type="checkbox"/> Go to website (purchase, download, details, etc.) | <input type="checkbox"/> Visit store/place of business |
| <input type="checkbox"/> Mail in a business reply                          | <input type="checkbox"/> Schedule an appointment       |
| <input type="checkbox"/> Other _____                                       |  |

### PRODUCT OR SERVICE PROFILE

List the main benefit of your product or service and the corresponding features that support that benefit.

Benefits	Features
_____	_____
_____	_____
_____	_____
_____	_____

### TIMING

Desired in-home delivery date of your mailers \_\_\_\_\_

### BUDGET

List your total campaign budget. This should account for creative services, printing, mailing list, mailing services and postage fees, and other estimated expenses.

\$ \_\_\_\_\_

