

Get Started Checklist: Direct Mail & EDDM[®]

Direct Mail and Every Door Direct Mail[®] (EDDM) are quick, cost-effective, proven methods to communicate to local markets. Whether you are a local franchise sharing new pick-up hours, a local store providing coupons to drive in-store and online sales, or a manufacturer sending out brochures on a new product, these tactics get your offers delivered directly to your consumer's mailboxes.

Use this checklist as a guide to help you get started planning your next Direct Mail or EDDM campaign.

1. Identify your goals (ideally as part of a multichannel campaign).

- ✓ Are you offering a coupon to drive sales, looking to create brand awareness, advertising a new store opening (or reopening), or sharing news and updates with loyal customers? Make sure you have a specific goal in mind.

2. Define your target audience.

- ✓ Will the mailing be sent to a specific audience, to known customers based on demographics, or to a localized area or specific zip codes? Make sure you identify the right target for your offer.

3. Set your budget.

- ✓ Based on your goals and desired reach, determine how much you are willing to spend. Keep in mind the overall spend if it's part of a larger campaign—you may need to adjust your final counts.

4. Map out timing.

- ✓ Is this a standalone campaign, part of a bigger, multichannel strategy, or are you announcing a time-critical opening or reopening? Timing the offer and when people will get it, is key.

Did You Know?

Direct Mail and EDDM mailings are always more effective as part of a multichannel campaign. In fact, according to research from Swrve, an integrated multichannel marketing program can deliver revenue **uplift in the range of 15-35%.**

5. Create your copy.

- ✓ Powerful headlines, concise copy with a clear CTA (call-to-action) that drives action and appeals to your target audience is critical. Where it makes sense, create a dedicated landing page to drive traffic to for a specific offer/CTA.

6. Design your assets and keep localization in mind.

- ✓ Be creative and convey your brand. If you are personalizing content—names, maps, locations, phone numbers, social pages, etc.—make sure the piece is built to accommodate all of the detail and the CTA stands out.

7. Create your mailing list.

- ✓ Are you planning to target specific zip codes or regions? If so, an EDDM mailing may be optimal (and the cheapest). If you are reaching out to loyal customers, you'll want to make sure your list is up-to-date and accurate. Looking to target specific demographics, or have a more niche business? List Rental can ensure you are targeting the right people for your business.

8. Define success metrics.

- ✓ Outline what success looks like for the campaign and understand how you will track your responses (i.e. coupon codes, web visits, telephone tracking, form submission, etc.)

9. Prepare your (sales) team for launch.

- ✓ Ensure the necessary teams are informed. From assigning who will handle new leads or inquiries to training staff on how to track coupon codes, you want all hands on deck and up-to-speed to make the campaign a success.

10. Launch campaign—then track & refine.

- ✓ Launch your campaign, and then review and monitor your pre-determined metrics to evaluate your ROI and help refine your marketing strategy for future campaigns.

Ready to learn more about OneTouchPoint's Direct Mail and EDDM services?

To learn more go to 1touchpoint.com

call 800-332-2348

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