



# DIRECT MAIL

## Checklist

Direct mail is a great way to get your name and message out to clients and prospects. With less competition in mail boxes, this is a perfect way to reach out and expand your brand.

### **To get started on your next direct mail campaign – we've put together a checklist that will help increase your brand's awareness.**

- Set SMART goals for your campaign (Specific, Measurable, Achievable, Realistic and Time-Bound).
- Identify your target audience – determine what industries, companies, or job titles you want to reach.
- Create a budget and make sure you consider how much each response will be worth in revenue.
- Schedule your mailing to arrive when it will have the most impact.
- Build your own list, purchase a list, or use EDDM (every door direct mail). If you build or purchase a list, make sure you keep it current.
- Decide what type of direct mail you will be using – newsletter, postcard, brochure, etc.
- Design your mail to stand out by using color, high-resolution images and personalization.
- Use direct mail to connect with online marketing campaigns – such as email, banner ads, and social media.
- Entice recipients to respond by providing an incentive such as a discount, a gift, or a contest or raffle.
- Provide a clear call to action – to have them call you, visit your website or send an email.
- Track your results and adjust accordingly for the next mailing.



Direct Mail is extremely effective when it is used properly, and it can yield excellent results for your business.

**Call 800.466.9880 or scan the QR code to contact us about helping you with your next direct mail campaign.**

-  Marketing
-  Direct Mail
-  Fulfillment
-  Print Management
-  Event Support
-  Signage



client *focused* solutions

We help companies and organizations implement their business and marketing strategies from thought to delivery

**Call 800.466.9880 to get started!**

Our Core Values

- Wow the Client Every Time
- Listen to Understand
- Be Problem Solvers
- Embrace Change
- Be Positive and Respectful



## Marketing Strategic • Integrated • Multi-Channel

We take pride in helping businesses and organizations adapt their strategies to the evolving marketing landscape and can help you market anything from events to direct mail campaigns.



## Fulfillment Secure • Reliable • Organized

Our goal is to exceed our clients' expectations by providing cost effective storage, logistics and distribution solutions. We strive to provide you seamless fulfillment support.



## Event Support Storage & Delivery • Signage • Collateral

Event planning can be time consuming, and we understand that. That's why our team of event support specialists will work closely with you to ensure that your events are a success.



## Direct Mail Design • Personalization • Postage & Mailing

We can handle all your direct mail projects from design to distribution and have experience with postal regulations for maximum discounts. We can help find you the most cost-effective solution for your mailing project.



## Print Management Full Color • Wide Format • Print-on-Demand

We have a complete digital print and copy center and have the experience to provide you with the highest quality on all your printed material. We provide an effective, streamlined process with a fully automated and customized print management service which helps measure and control your printing costs.



## Signage Signs • Banners • Tradeshow Displays

We believe that signage, when properly integrated into a company's messaging mix, can dramatically improve the effectiveness of its marketing and sales programs.

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