

DIRECT MAIL CAMPAIGN CHECKLIST

Campaign Name:

Target Launch Date:

Program Manager:

This checklist has been developed by our campaign experts to share with you the best practices we've developed over the last 30 years that result in the highest performing direct mail pieces for the retail industry. We hope it will help in guiding you and your team toward creating the best promotions for your business.

We're here to help if you have any questions or need any help!

Best wishes,
The Mspark Team

1. CAMPAIGN TARGETING

(Instructions: Check each targeting step that has been executed and its sub-steps)

A. Identify Core Consumer Profile:

If You Have A Database:

Execute a lifestyle database analysis that will provide a complete understanding of our core customers, their shopping patterns, media preferences, consumption habits, cross-selling options, loyalty patterns and opportunities.

If You Don't Have A Database:

Build a "lookalike" composite profile based on our best customers to expand our mailing profile to prospects most likely to purchase around our target store location(s).

B. Identify key micro-targeting opportunities based on:

- Location
- Demographics
- Devices
- Interests
- Lifestyles

2. CHOOSING OUR BEST PRINT OPTIONS

(Instructions: Check the direct mail piece(s) type that best matches our campaign needs and the underlying value we want to get from them.)

Impact Postcard

- High visibility standalone piece
- Personalization with targeted offer
- Solo mail direct mail piece for shared mail cost

Wrap

- High visibility
- Saturation product
- Cost-effective way to promote multiple locations

Slim Jim

- Promote a specific offer with coupons
- Target consumers most likely to purchase
- Budget friendly

Oversize 4 Page Insert

- Lots of space for product groupings, pricing, promotion details & offers
- Reinforce our brand & showcase our offers
- Target consumers most likely to purchase

3. CAMPAIGN OFFER TYPE

(Instructions: Review the general retail example offers and response rates below for ideas, and add in the ones most relevant for our stores.)

- **Free**
(Mspark research data point: Free offer averaged 2.45% response rate)
e.g. Free 12Pk Coca Cola with \$30 purchase
- **BOGO**
(Mspark research data point: BOGO offers averaged 1.8% response rate)
e.g. Buy One Get One Free - Coconut Water
- **Low Price**
(Mspark research data point: Low price offers averaged a 1% response rate)
e.g. 30% Off Storewide, One Day Only

Our Best Offer #1

Describe:

Our Best Offer #2

Describe:

Our Best Offer #3

Describe:



4. CAMPAIGN DESIGN & ARTWORK

(Instructions: Check off each component of high performance content – for more details on the components of an effective print promotion [click here](#) to download our “Create Ads that Sell” PDF)

- Keep It Simple**
and answer customer’s question:
“What’s in it for me?”
- Clear Call to Action**
What should they do next
- Focus on Audience**
Artwork & Language
- Strong Offer**
Price & Promotion
- Don’t Forget Your Contact Info**
Email, URL, Phone...



QUESTIONS?

Have questions about shared mail best practices or need advice about your campaign?
Our campaign experts are here to help!

1-855-209-8881