



DIRECT MAIL CHECKLIST

GET IT RIGHT - BEFORE YOU MAIL

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Postcard Marketing Experts



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Are you really ready to mail?

Woouooooah there, cowboy (or is it cowperson?! I know you're excited to get your mailing out to prospects, but before you hit the send button (or give someone else the OK), take a quick stroll through this checklist to make sure everything is 100% up to the proverbial snuff. From marketing offer to mailing list, this is an easy way to make sure you get it right. Now, repeat after me:

I solemnly swear that...

- I researched my competition to see what marketing (ads, offers, website, etc.) they're doing and how it compares to mine. And I have upgraded my mail piece based on my findings to ensure my business TRULY stand out.**

(If you haven't researched your competition, do it the easy way with our competition research checklist!)

www.postcardmania.com/marketing-reports/dominating-competition

- I chose the perfect audience to target with my mailing.**

(If you're not 100% sure, check out our report How to Choose the Right Targeted Mailing List.)

www.postcardmania.com/marketing-reports/how-to-choose-the-right-targeted-mailing-list

- I have an effective, unique offer that should pique the interest of the targeted audience I've selected. (If you're not sure, ask yourself if YOU would redeem your offer!)**

- The message and colors on my mail piece are eye-catching and relevant to my target audience.**

- It is IMMEDIATELY clear what my businesses does and is offering when prospects glance at my mail piece.**

- My web address is on the mail piece... and my website is a place that will make my target audience like and trust my business AND help advance the sales process.**

Over 95% of prospects will visit your website before calling or stopping by, so this step is vital! If your website is going to make people think twice about doing business with you, we encourage you to get your website in order before you mail a single postcard.

(If you're not sure your website is good at generating and converting leads, make sure you aren't committing any of these 16 mistakes that can kill your website's efficacy.)

www.postcardmania.com/marketing-reports/16websitemistakes

- My mail piece has a strong call to action that tells my reader exactly what I want them to do next. (Example: Schedule an appointment today! Or: Visit www.mywebsite.com for a free quote!)**
- My mail piece has a physical return address instead of a P.O. Box. (This makes you look legit in the eyes of the prospect.)**
- This mail piece includes a way to track the results of my mailing (printed code on the postcard, dedicated landing page, phone call tracking, etc.).**

Note: Tracking is important because it will help you run more effective marketing campaigns at a lower cost in the future. When you know what works, you win! The easiest way to track your campaign is with DirectMail2.0.

- My receptionists and sales team are prepped on how to handle new leads, AND gather every caller's contact information! (If you need help with this, download our New Caller Checklist.)**
www.postcardmania.com/marketing-reports/new-caller-checklist

Every box checked? Nailed it!

You are now free to enjoy your new revenue – you know, in a couple weeks or so...

If you need anything in the meantime, feel free (literally, it's free) to call and pepper us with marketing questions!

1-800-628-1804