

10 - STEP BULK MAIL PROJECT CHECKLIST

Accurate Mailing Services

Evaluation

Establish goals for the campaign

Is my goal clearly defined? (Increase profits or in-store / website traffic, build brand awareness, etc)

Targeted Mailing List

Is my list properly targeted? (by age, income, geographical area)

Is my mailing list clean and up to date?

Compelling Ad Copy

Is my headline informative and intriguing at the same time?

Did I answer the question "What's in it for me"?

Do I have a clear call to action?

Is the copy free of errors?

Are the benefits clear?

Appropriate Mailer Format

Is the mailer in a proper format?

** Postcard*

** Brochure*

** Booklet*

** Flyer*

** Letter*

** Others*

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Design and printing

Is font for the key information large enough?

Is my logo visible?

Did I highlight the value of the offer?

Is the file for printing in the requested format?

Attractive Offer

Did I insert a coupon or a discount?

Is my offer timely?

Are payment terms clearly specified?

Is the offer attractive to customers?

Tracking & Measuring

Do I have a specific landing page for this promotion?

Did I assign a dedicated phone number?

Accuracy Check

Customer name

Customer title

Address of the customer

Company telephone number

Company address

E-mail address

Social media platform URL

Landing Page URL

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Mailer Personalization

Customer name in the letter

Thank the customer for past purchases (if it's the case)

Address mailer by gender

Best Distribution

Did I save money on postage?

Is my weekly mailing schedule set on best time to send mail?