

# Every Door Direct Mail® | Marketing Checklist

Direct mail produces about \$2.05 trillion in sales, or 8.7% of the total US GDP each year. 79% of consumers will act on direct mail immediately compared to only 45% who say they deal with email straightaway. Direct mail also yields, on average, 2-3 times greater response rates than email marketing.

Source: Chief Marketing Officer Council World Wide. Direct Marketing Facts & Statistics.

## HOW TO MAXIMIZE RESPONSE RATES, SALES CONVERSIONS, & ROI

<input type="checkbox"/>	Determine Your Goal(s) (ie: Phone call, Web visit, Sale, ect)	What does success look like?
<input type="checkbox"/>	Set Campaign Budget & Timeline (ie: Mail 5,000 prospects, 1x per month, for 3 months)	Plan to reach each prospect with three impressions, over a defined period of time
<input type="checkbox"/>	Analyze Competition; Review Consumer Alternatives	Discover opportunities to differentiate your business and leverage weaknesses
<input type="checkbox"/>	Develop "Lead" Follow-up Plan; Assign Task Owners; Prepare "Next Steps"	Who will respond to new leads or inquiries from your EDDM campaign? And how?
<input type="checkbox"/>	Determine Response Tracking Methodology	How will you track response? Phone call tracking? Web visit? Form submission?
<input type="checkbox"/>	Create Offer, Call-To-Action	Your offer (or Call-To-Action) should be clear, concise, and drive immediate action
<input type="checkbox"/>	Survey Customers; Industry Pros	Seek validation from current customers (and industry professionals) to ensure that your offer is compelling/optimized
<input type="checkbox"/>	Develop Sales Copy	Hire an experienced copywriter to turbo-charge your message
<input type="checkbox"/>	Develop Creative	Hire a graphic designer to bring your offer and message to life
<input type="checkbox"/>	Verify Contact Information	Ensure that all contact information is easy to locate and read; test all phone numbers
<input type="checkbox"/>	Develop Web Presence	Create a dedicated landing page on your website (where applicable) for the campaign. Do not use your homepage
<input type="checkbox"/>	Prepare "Matching" Support Efforts	Integrated marketing campaigns are more effective. Use social media, email blasts, videos, ect. to further promote your campaign
<input type="checkbox"/>	Prepare for Launch	Ensure that adequate inventory, supplies, human resources, ect. are available during the "in home" date range for your campaign
<input type="checkbox"/>	Review Results; Response Data	After the promotional offer (or campaign) has expired, review all available data and analytics to determine ROI.

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