



# direct mail planning tool

## Rock Your Next Integrated Campaign

Use this helpful planning tool to optimize your next direct mail campaign. Make sure you've considered each item to maximize your ROI.

### **INTEGRATED DIRECT MAIL CAMPAIGNS BRING THE WOW FACTOR!**

- *Exact targeting of specific prospects or customers*
- *Personalized messages with exclusive and relevant offers*
- *Ability to create an emotional connection*
- *Create relevant follow-up communications through data validation*
- *Campaign tracking to measure response rates and your return on investment*



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Project Name: \_\_\_\_\_ Projected Drop Date: \_\_\_\_\_

Objective 1: \_\_\_\_\_

Objective 2: \_\_\_\_\_

Objective 3: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Mailing List Source:  house  purchased  other \_\_\_\_\_

Approximate Mail Quantity: \_\_\_\_\_ Budget: \_\_\_\_\_

Mailing Format:  postcard  letter  other

Size: \_\_\_\_\_

Mailing Class:  first class  standard  nonprofit  parcel

Main Theme or Idea: \_\_\_\_\_

Headline: \_\_\_\_\_

Offer: \_\_\_\_\_

Call to Action: \_\_\_\_\_

Response Channels:  phone  mobile  email  social media

fax  come in  landing page

Additional Outbound Channels:  email  paid search  phone  landing page

Follow Up Process: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Measurement Method: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Pixa | 4050 E Cotton Center Blvd, Suite 68 | Phoenix, AZ, 85040 | 480.380.2201 | thinkpixa.com