

Direct Mail Program Checklist

	<u>Status</u>
1. Set Budget	_____
2. Set Objectives	_____
3. Identify Target Audience (e.g. New/Current Residents, Businesses, etc.)	_____
4. Determine Geographic Target (e.g. zip code(s), carrier routes, other)	_____
5. Determine Mailing Frequency (number of mailings to target audience)	_____
6. Determine Mailing Interval (time between mailings)	_____
7. Design and Creative Elements (what are you going to mail?)	_____
8. Copy Writing	_____
9. Integration with Web (QR code to unique landing page; social media, etc.)	_____
10. Incentive/Urgency (Offer/Deadline)	_____
11. Procure Marketing Data	_____
12. Printing	_____
13. Fulfillment (mailing)	_____
14. Tracking and Evaluation System	_____
15. Schedule periodic (e.g. quarterly) program evaluations	_____