

EVERY DOOR DIRECT MAIL® CHECKLIST

Since 2011, EDDM has generated over 30 billion pieces of mail, bringing in \$4.3 billion in revenue. Direct mail is read more often than email among all age groups, and 71% of all consumers are excited to discover what is in their daily mail. Additionally, using direct mail and digital marketing channels together increased website visits by 68%, increased response rates by 63%, and resulted in a 40% conversion rate.

HOW TO MAXIMIZE RESPONSE RATES, SALES CONVERSIONS, & ROI

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

EVERY DOOR DIRECT MAIL®, EDDM®, EDDM RETAIL®, EDDM BMEU™, UNITED STATES POSTAL SERVICE®, U.S. POSTAL SERVICE®, USPS®, U.S. POST OFFICE®, POST OFFICE™, and ZIP CODE™ are trademarks of the United States Postal Service® and are used with permission under license.

[Start Now](#)