

# Essential direct mail checklist



Direct mail is a powerful and versatile promotional tool that you can incorporate into your small business marketing mix to elevate your marketing strategy, raise awareness for your business and boost your bottom line.

Here's our direct mail campaign checklist:

## Start with why



Before you get started, nail down your goal. You might be looking to attract new customers or build loyalty in your existing ones. Perhaps your goal is to increase brand awareness. Knowing your **why** will help you create a direct mail campaign that will deliver for your business.

## Understand where and who you'll target



Depending on your why, you might want to target specific areas or customers with your mailing. Be strategic about **where** you'll market your business to keep costs low and results high.

When you create your campaign messaging, keep in mind **who** you are talking to, ensuring your message resonates. Consider the tone and style of your message and keep it clear and concise!

## Timing is everything



**When** you send out your direct mail campaign is important. You can drive business by mailing during slow periods or increase brand awareness by mailing during key seasons. It's all about timing.

## Set your budget



With the basics of your direct mailing planned out, you'll want to establish your limits before you get creative with copy or design. Nailing down those details will help you achieve your goals – whether you're working with a partner or using Snap Admail™.

## Figure out how you'll get there



Knowing **how** you want your campaign to work is always helpful when it comes to effectively reaching customers. For example, you can add additional mail drops or try phased mail drops.

## Measure your success



Don't forget to measure the results of your campaign! Signs of campaign success may include things like an increase in traffic to your store or website around the time of your drop or getting hits for the MURL or QR code you set up.

If your results are strong, consider increasing your budget or running the campaign again in the future. If you don't see positive results, test something new next time to determine what works best for your business and audience through trial and error.



**Captivate your audience with the right marketing mix and strategy.**

Explore more about how to succeed with direct mail at [canadapost.ca/DMforSMB](https://canadapost.ca/DMforSMB)