

## 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	____