

### Introduction

For marketers and business owners treading through the murky waters of direct mail, below is the five-step diagram that not only covers the basics and intermediate steps for this type of marketing strategy.

Source: <https://www.printrunner.com/blog/effective-direct-mail-marketing-campaign/>

### 1. Build a mailing list

Collect the physical addresses of the recipients with the help of a sign-up sheet. You can have customers fill out their entry after they make a purchase at your shop. You can also place the sign-up sheet at points of purchase or shop entrance to increase visibility and likelihood that people are going to sign up. If you're into much into the meticulous process, you can always from a list vendor a list of highly targeted people who will receive your mail.

### 2. Formulate marketing message

Message here is not restricted to headlines and ad copy. The appearance and packaging of your mail, consistent branding, colors, layout, and compelling call to action are integral parts that compose a powerful message to the recipients.

### 3. Send the Mail

Taking time to learn about the requirements for sending out your mail makes the process much more convenient for you. Also, comparing different mailing services, which include printing and sending out your mail, allows you to find the most affordable mailer available that suits your budget.

### 4. Track and measure response

Arguably the most neglected aspect of direct mail, the success and failure of your campaigns depends on the data drawn from your tracking efforts. Direct mail is tracked using URL shorteners, 1-800 numbers, and coupons, among others, to gauge the number of people who responded to the campaign. To see how these trackers can be used in action, refer to our post entitled "Using URL Shorteners on Your Flyer Marketing."

### Five Steps



### 5. Interpret data and refine marketing strategy

Once you have the figures of your direct mail marketing campaign, you must interpret them according to the different metrics you have set for it. These include response rate, rate of investment, target profit, and gains, to name a few. Based on the results, you can have a much better understanding of your direct mail campaign's performance and learn which among the things in your campaign that needs tweaking.