

3

STEPS TO CREATING A
PROFITABLE
DIRECT MAIL CAMPAIGN

ONE THAT *works* EVERY TIME



LANEWAY MEDIA

DIRECT MAIL CHECKLIST



marketing that works

A successful direct mail campaign is strategic, targeted, and has an **irresistible offer** designed to DRIVE traffic and get you MORE customers.

We get it. Direct Mail postcards are expensive, time consuming, difficult to track and do they even work any more?

We have worked with *100s* of local business owners, retailers, and franchisees who took our advice to design a strategic direct mail campaign that worked to get them **MORE customers** every single time.

Start your Direct Mail campaign with this **must read checklist**.



DIRECT MAIL CHECKLIST

A strategic direct mail campaign works to DRIVE store traffic and get you MORE customers.

In our digital world of smart phones, tablets, and laptops you would think that print is outdated but that is far from the truth.

Direct Mail postcards are **effective marketing tools** that break through clutter, drive more customer traffic to your store, and generate sales quickly.



STRATEGY

- Define the **purpose of the postcard mailer**. Are you promoting an upcoming sale or event, do you want to drive store traffic, generate leads, or educate your target audience?
- Establish your budget; consider how much each response will be worth to you, and the likely response rate. **(average 2.9%)**
- Direct Mail performs exceptionally well when partnered with a **digital ad campaign** that reaches the SAME audience in their mailbox and their social media feed.
- Create a trackable campaign with a unique phone number, website URL, or a reason for them to **take action**.



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DESIGN & OFFER

- What are you trying to sell?
- What problem does your product or service solve?
- Create an **irresistible offer** - one they can't refuse. The offer is clear, effective, solves a problem, is impactful, and timely.
- The postcard has a strong **call-to-action** that tells them what to do next. (i.e.) Shop SALE, Book an Appointment, get FREE quote, visit website, etc...
- If you received this postcard in the mail, would you take ACTION?

POSTCARD SPECS

← 5.5" x 8.5" postcard →





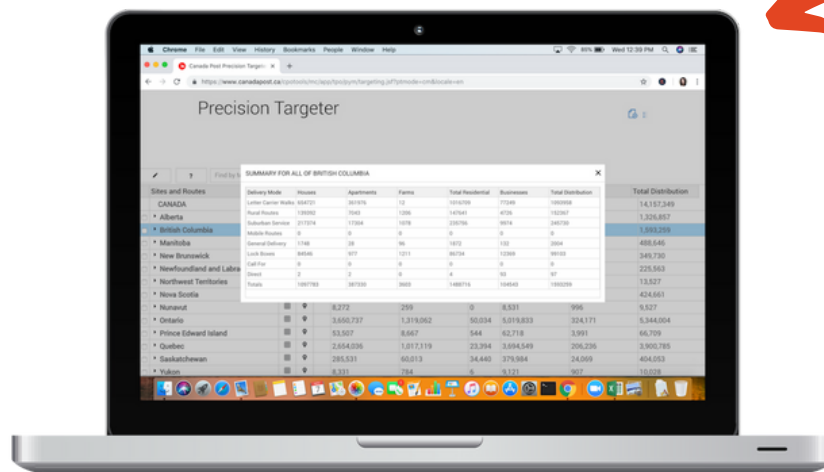
DIRECT MAIL CHECKLIST

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TARGETING

- Reach your **ideal customer** with precision targeting by Canada Post, or use your existing customer list.
- Target based on: postal code, neighbourhood, demographics, rent or own their home, family & lifestyle, buying habits, and more.
- For example*, a deck & fence installer sends postcards to new homeowners using the Canada Post **Just Moved** tool.
- Another *example*, local franchise sent order your ice-cream cake just in time for Father's Day! They **targeted families with young children** within their trading area (postal code). The postcard was such a success, it is now something they send out regularly.

PRECISION TARGETER BY CANADA POST



TARGET BY:

- postal code
- house, apartment, business
- age, gender
- marital & family status
- buying habits
- and more!



DIRECT MAIL CHECKLIST

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DIRECT MAIL THAT WORKS



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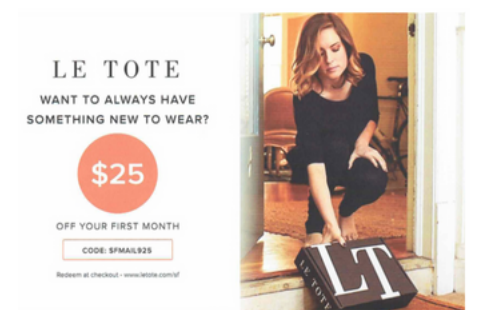


SMITH
The Labor Day Sale
25% OFF
One Full-Priced Item
Other applies to 8/21



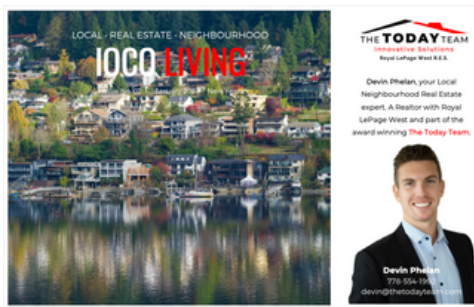
HARRY'S
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We don't think so.

HARRYS.COM/SALEREVENUE



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Mantle Maple	Apple
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The Tailored Living Team

We value the local communities that we've been privileged to serve and are here to help you safely when you're ready. Thank you for choosing to Shop Local.
-Bec, Clare & The Tailored Living Team-

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DIRECT MAIL PRICES

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Direct Mail Packages & Prices

Prices include: strategy, design, print 5.5" x 8.5" postcard, and postage via Canada Post Neighbourhood Mail.



- 5,000 postcards for \$0.59 each
- 10,000 postcards for \$0.49 each
- 25,000 postcards for \$0.39 each



Launch your **Direct Mail campaign** with the Laneway Media team.

info@lanewaymedia.ca

www.lanewaymedia.ca/direct-mail

May 2021



The Laneway Media team will work with you on your direct mail strategy, design, offer, printing, and targeting to ensure a successful campaign! CONTACT US at info@lanewaymedia.ca