

# Process to execute direct mail marketing campaign

This slide covers process to effective implementation of direct mail campaign. It involves four key steps such as identify target market, design mail materials, optimize sending process and evaluate campaign results.

## Step 1

### Identify campaign target market

- 1. Segment mailing list to enhance a process efficiency and effective deliverables
- 2. Start to segment mailing list on basis of geographic, demographic, psychographic and some other segmentation

## Step 2

### Design mail materials

- 1. Prepare data is completed and recipient list
- 2. Craft strong calls to action statements about more prospects and prepare mail craft copy

## Step 3

### Optimize sending process

- 1. Handle process for sending mails to recipients
- 2. Monitor agencies, automated direct mail software and companies

## Step 4

### Evaluate campaign results

- 1. Track results to assess effectiveness of campaign
- 2. Create custom, personalized calls or website and phone calls for evaluating campaign effectiveness



# Ultimate Guide To Direct Marketing

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