



JOHNSTON MAILING
ADDRESSING YOUR MAILING NEEDS

Marketing with Direct Mail Checklist

Download a
PDF version



CATEGORY	TIP	DONE?
Use the Right Mailing List	Current customer list	
	PAM (Partially Addressed Mailing)	
	Door Drop	
Include an Offer	Voucher or special discounts	
	Ensure offer is better or on par with email/online offers	
Create a Sense of Urgency	Time-sensitive deals (e.g. midweek sales, weekend specials)	
	Special events like Spring sales	
Include a Clear Call to Action	Explicit instructions (e.g. "Bring in this postcard for 40% off")	
	Highlight benefits for the customer	
Don't Forget the Basics	Business name	
	Address (consider adding a small map)	
	Phone number	
	Website URL	
Track Responses	Business hours	
	Offer incentives for bringing the mail piece to the store	
	Monitor and analyse responses for future campaigns	
Personalise Your Message	Use recipient's name	
	Reflect purchase history or personal interests	
	Special holiday greetings	
Use themed Designs and Quality Materials	Incorporate themed designs	
	Use quality materials and textures	
	Consider embossing or foiling	
Share a Company Story or Anecdote	Share a company milestone or memory from the year	
	Highlight customer contributions or stories	
Provide Value Beyond Sales	Include small freebies	
	Offer branded items for the upcoming year	