

## Direct Mail Campaign Checklist

1. Build a plan (please refer to the Getting Started guide). θ
2. Flow chart the process by which responses are fulfilled; decide what functions can be done internally and which will have to be outsourced. θ
3. Obtain list recommendations from list suppliers, if necessary. θ
4. Decide make up of direct mail team (if necessary). θ
5. Start creative. θ
6. Ideas developed (titles, sub-titles, visuals). θ
7. Changes made, full creative concept developed. θ
8. Ensure production feasibility of creative concept. θ
9. Approve creative concept. θ
10. Full copy and layouts developed (on computer, if necessary). θ
11. Changes made, copy and layouts approved. θ
12. Order outside lists if necessary. Prepare house list if necessary. θ
13. Obtain a list dump of each list to be used. Verify each name visually. θ
14. Begin data preparation. After mail sort is completed, determine final postage cost. θ
15. Obtain final list dump. Verify each name visually. θ
16. Set up an account with Canada Post and obtain appropriate artwork. θ
17. Finalize position of different creative elements within piece. θ
18. Adapt into second language (if necessary). θ
19. Verify colours by obtaining colour output. θ
20. If required, set up post office box to receive responses. θ
21. If responses come by phone, ensure any additional phone lines required are set up. (Call the phone number!) θ
22. Develop telemarketing scripts (or at least call guides) for all possible responses. θ

23. Begin training of telemarketers. θ
24. Have a "dry-run"; fulfill mock orders by phone and/or mail to ensure smooth operation. θ
25. Develop contingency plans in the event response exceeds expectations. θ
26. Obtain a mock-up of the mailpiece to ensure it can be assembled as planned. θ
27. If using rented photos, obtain the rights. θ
28. Order paper. Specify number of extra samples required.
29. Prior to printing, obtain films. θ
30. Verify films. Provide approval to film house, printer. θ
31. Printing begins. θ
32. Begin personalization test. Obtain 10 samples of each personalized element. θ
33. Visually inspect each element to ensure proper positioning. θ
34. Begin personalization. θ
35. Begin lettershop test. Ensure all pieces are assembled properly. θ
36. Begin lettershop. θ
37. Pay postage. θ
38. Drop mail at Canada Post. θ
39. Begin fulfillment of orders. θ