

Getting Started Guide

Product/Service: _____ Date: _____

Program Name: _____ Team Leader: _____

Brief Prepared By: _____

WHAT IS THE SITUATION?

Background

* Set the scene with pertinent background info. Be focused and brief.

Competition

* Who's the competition & how do we compare? State pros & cons – don't sell.

Objectives

* Concisely define the results we're after in order of importance. Include desired response rate if possible.

WHO IS YOUR TARGET?

Our target audience

* Who is our primary target? Secondary target? (Include sex, income, education, activity level, marital status, housing, etc.).

What Our Product/Service Does For Them

* Why do people use this product/service? What problem does it solve or need does it fulfill? (i.e. what are the benefits?)

Product/Service Positioning

* What is the product/service's positioning statement? What are its key features (not benefits)?

Current Product Perception

* What adjectives would consumers use to describe this product or service now?

Desired Product Perception

* What adjectives would we like consumers to use?

What Mailing Lists Will Be Used

* Are we using a house list? Rental lists? A combination?

WHAT ABOUT THE SELL?

Selling Proposition

* How does our product/service solve our customer's problem or fulfill a need? This is our key message or USP (Unique Selling Proposition).

Offer

* What are we offering the customer? Are there savings? Discounts? Freebies?, etc.

Supports

* Is there anything else relevant to sell the product? (Any concerted activities or events? etc.)

ALWAYS CHECK THE DM FUNDAMENTALS

* **Response** – How does the prospect respond? State methods in order of priority.

* **Urgency** – Why should the prospect respond promptly? (Note any deadlines or closing dates, etc.)

* **Payment** – How can the prospect pay? State methods in order of priority.

* **Tracking** – How will responses be measured?

* **Testing** – What testing are we doing? What are we trying to learn?

* **Fulfillment** - How will orders be processed?

* **Technical Considerations** – Size or colour restrictions, corporate guidelines.

* **Mandatories** – What must appear in or be incorporated into this creative?

* **Timing** – When does the package drop? The ad appear? The spot air?

* **Budget** – What has been budgeted to produce & mail this campaign and fulfill the orders?