



Getting started with direct mail

In order to see the success you need, it is important to make a clear plan. Whether you go it alone, use our online tool Snap Admail™ or leverage the expertise of a Canada Post Smartmail Marketing™ partner, ask yourself these questions:

1 Define your strategy



What is your main objective?

Are you looking to create brand awareness? Acquire more first-time customers? Increase repeat customers and strengthen loyalty?

Who do you want to reach?

Define your target audience. Are you looking to target an entire neighbourhood or a smaller group? Be specific and know that you can target based on a number of demographic and geographic filters such as age, geography, shopping behaviour, life stages. For example, to reach young families in a specific neighbourhood you can also specify filters like:

Age range: 20-39

Household income: \$80,000+

Marital Status: Married, common law

Children: children under 10 in the home

What do you want your audience to do?

Visit your website? Make an online purchase? Visit your store? Follow you on social media? Make a clear call-to-action on your direct mail piece. Think back to your objectives so that you can track your success.

What is your offer/message?

How will you get your target to act? Direct mail does better when it includes a simple message and a relevant offer to excite your customers. For example: receive \$10 off your next online order of \$100.

Will your campaign be integrated?

Will you be doing direct mail on its own, or will it be integrated with your digital campaigns?

2 Assess your resources



What is your budget?

Knowing this will help you narrow your choices, from paper quality to mailer formats to the size of your campaign in terms of how many prospects you want to reach.

What data do you have?

Do you have existing customer data or customer/prospect lists that you want to use? You can leverage these lists to target look-alike audiences most likely to respond to your message. Or you can layer Canada Post geographic, demographic and lifestyle insights onto your postal code data to optimize your reach.

3 Define your goals and measure!



It's important to define the results you hope for so you can design a campaign to achieve your objectives. Once your campaign is completed, be sure to measure results against objectives – whether by foot traffic to your store, coupon redemptions, visits to your website, promo code activations, social media engagement, or even emails or phone calls. Look for specific activity or an overall lift to your business that can be associated with your campaign. Identify what's working and what requires improvement. Being open, honest and familiar with all of this will mean you'll know what to change next time.