

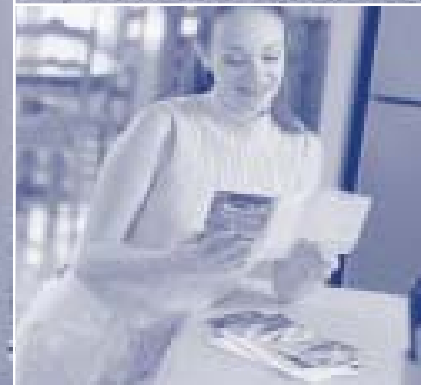
Canada Post

Direct Mail Campaign Planner



A step-by-step guide to help you plan and create your next direct mail campaign.

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Use your Canada Post Direct Mail Campaign Planner to build your business – one campaign at a time.

You can put the power of direct mail to work for your business – all it takes is a bit of planning. That's where the Canada Post Direct Mail Campaign Planner can help. Inside, you'll find step-by-step guidance on all phases of campaign development, from the early considerations of defining your campaign objectives, establishing your budget, and profiling your product/service, right through to positioning your copy, estimating your production costs, finalizing your postal arrangements, and analyzing your campaign response.

Once you've completed these steps, you're ready to get started on creating and delivering your campaign. With the help of the Canada Post Direct Mail Campaign Planner, you can connect your product or service with the right customers – and get the results you need.

Canada Post representatives can assist and guide you through the entire campaign planning process. Call us at 1 800 260-7678.

Preparing a successful direct mail campaign

Campaign objectives

Being as specific as possible, list your campaign objectives. A campaign objective is a statement that summarizes the quantifiable goals you expect your campaign to achieve (e.g., to generate 150 new sales leads over a 12-week period; 300 visits to my store to redeem a coupon; 50 telephone calls from prospects; upsell my new products to 250 users of my old product; have 100 people download my new tool on our website).

1. _____
2. _____
3. _____
4. _____

Define your target audience

Being as precise as possible, list the attributes of the typical customer your campaign is directed towards. Build a target profile based on gender, age, lifestyle, level of education, household income, location, and purchasing behaviour – or any other criteria that are relevant to your business.

Target profile

- Gender _____
- Age _____
- Lifestyle _____
- Education _____
- HH income _____
- Location _____
- Purchasing behaviour _____
- Other criteria _____

Budget

Evaluate your total budget by segmenting the campaign into its necessary components.

Total budget	\$ _____
Creative development (art/copy)	\$ _____
Production/printing	\$ _____
Mailing list expense	\$ _____
Outgoing postage	\$ _____
Business reply charges	\$ _____
Fulfillment	\$ _____
Total estimated costs	\$ _____

Evaluate your budget in relation to the anticipated response rate and cost per response.

1. No. of responses needed (your objective) _____
2. Anticipated response rate from your mailing (% , according to forecasts) _____
3. No. of pieces to be mailed (divide 1 by 2) _____
4. No. of pieces (1000) _____
5. Cost per thousand packages (CPM) \$ _____
6. Budget required to reach objectives (multiply 4 by 5) \$ _____
7. Budget required \$ _____
8. No. of responses required _____
9. Cost per response (divide 7 by 8) \$ _____

Mailing list selection

Determine the lists (in-house, bought or rented) you plan to use to reach your target audience. You may have your own lists of customers and prospects, or you may wish to purchase some from list brokers. Within those lists, identify the segments that are most likely to respond favourably to your offer. Outline the list size, the quantity you plan to test, and the list rental cost.

List	Segment	Size	Test quantity	Cost (CPM)
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____

Your offer

An offer is designed to motivate your prospect to respond immediately. It must be attractive, compelling, and easy to understand. Being as precise as possible, define your offer.

Type of response desired (e.g., purchase, request for sales call, redeem a coupon)

Incentives or premiums

Method of payment (if applicable)

Respond by or cutoff date

List the customer needs that your offer will satisfy

1. _____
2. _____
3. _____

Your product/service profile

To help you represent your product or service in the most favourable light, list its main features (tangible attributes) and the corresponding user benefits (positive improvements in the customer's well-being as a direct result of using the product or service).

Product feature	Customer benefit
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Creative considerations

When developing the campaign copy and layout, keep your objectives and your target audience in mind. An effective campaign will be in line with your objectives, appeal to your target, and effectively convey your proposition.

Copy points

What is your main positioning statement? (The positioning statement is a summary of how you want to present your product/service to your audience.)

Determine the writing tone that will best complement your proposition (e.g., informative, promotional, hard-hitting, corporate, etc.).

Determine the image your package should project (e.g., prestigious, conservative, glitzy, etc.).

Production costs

Evaluate your production budget by segmenting its necessary components and their costs. Your printer can help you with the costing of most of these elements. Keep in mind that recent advances in printing technologies now make smaller print runs more affordable.

Component	Creative	Artwork	Film	Printing
Outer envelope	\$ _____	\$ _____	\$ _____	\$ _____
Reply envelope	\$ _____	\$ _____	\$ _____	\$ _____
Letter	\$ _____	\$ _____	\$ _____	\$ _____
Reply device/Business Reply Card	\$ _____	\$ _____	\$ _____	\$ _____
Brochure	\$ _____	\$ _____	\$ _____	\$ _____
Buckslip*	\$ _____	\$ _____	\$ _____	\$ _____
Lift note**	\$ _____	\$ _____	\$ _____	\$ _____
Other	\$ _____	\$ _____	\$ _____	\$ _____

* A separate slip of paper calling out your offer

** A second, short promotional letter written by someone other than the author of the main letter

At this stage you will likely require the services of a lettershop to format your mailing list and prepare your direct mail package for mailing. To find lettershops in your area, ask your printer for a recommendation or consult your local Yellow Pages directory (look under the heading Advertising – Direct Mail).

Other costs

Data processing	\$ _____
Mail preparation	\$ _____
Fulfillment	\$ _____

Postage

Ask your lettershop for advice on the best mailing options for your direct mail package. They'll be able to handle the payment on your behalf.

Postage \$ _____

Finalize your postal arrangements

Your lettershop will take care of contacting Canada Post to arrange deposit dates. At this point, if you need to talk to a Canada Post representative, call 1 800 260-7678. For more information about the direct mail services from Canada Post, visit www.canadapost.ca.

Response analysis

Keep a detailed record of your campaign results. This will provide excellent reference material to ensure the efficiency and success of your future campaigns.

No. of pieces mailed	_____
No. of responses	_____
% of response	_____
Cost per thousand (CPM) \$	_____
Cost per response	\$ _____
Average order value	\$ _____

Response by type

Mail (by list)	_____
Phone	_____
In person	_____
Online	_____
Number of requests	_____
Number of sales	_____

Average length of time to fulfill order/request _____

Direct mail services from Canada Post

Canada Post provides a diverse range of effective direct mail products to suit every need and every budget. Simply select the medium that best suits your business message.

Addressed Admail™

Addressed Admail is a cost-effective way for businesses to send personally addressed promotional information and offers to targeted prospects and customers. Addressed Admail rates are lower than regular postage rates; however, there are minimum quantity restrictions and presortation requirements to qualify for Addressed Admail.

Unaddressed Admail™

As the name suggests, Unaddressed Admail provides targeted delivery to every home, apartment or business within specific geographic locations, based on postal delivery routes.

AdCard™

AdCard is a one-stop direct mail advertising solution that takes care of everything for you. Just supply your artwork and Canada Post will handle the targeting, printing, mail preparation, transportation and delivery. Choose from Addressed or Unaddressed Admail delivery.

Business Reply Mail

Business Reply Mail is a proven response vehicle used by thousands of Canadian businesses. Choose from pre-addressed, postage-paid Business Reply Mail cards or envelopes. It's an easy way for your prospects or customers to respond to your mailing, and as you only pay postage on the pieces that are returned to you, it's also very cost-efficient.

For detailed information on these or other Canada Post services, visit www.canadapost.ca.

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