

# QUICK & EASY MAILPIECE CHECKLIST

Direct mail is a highly effective marketing format to deliver your message outside of the digital market.

*40-40-20 Rule of  
Direct Mailing Lists*



- Identify Your Audience**  
Pinpoint your target market and tailor your messaging to resonate with their lifestyles.
- Define Your Campaign Goal**  
Clearly define your campaign goal from the beginning to properly track overall success.
- Choose an Impactful CTA**  
Create a strong, clear and intentional call to action that will provoke customer interaction.
- Select an Optimal Mail Format**  
The size of your mailpiece dictates cost, be sure to utilize available space to create an impression.
- Design Your Mailpiece**  
Be tactical. Design your mailpiece to be clear, concise and free of clutter.  
Quick tip: Easy-to-read fonts are your friend.
- Create a Direct Mailing List**  
Maximize your response rates and keep costs manageable by reaching the right customers and prospects.
- Send Your Mail & Deliver Your Message**
- Track Direct Mail Campaign Results**  
Measure campaign success and drive future marketing initiatives by analyzing essential key performance indicators (KPI's).

## *Direct Mail Perks:*

- ✓ Interactive
- ✓ Nostalgic | Memorable
- ✓ Targets Large Demographics
- ✓ Less Competition than Email
- ✓ People Enjoy Receiving Mail

## *Pro Tips:*

- ✓ Drive traffic to your website by including a link or scannable QR code.
- ✓ Increase campaign success through a quick follow-up!

*Check for USPS  
Discount Rates*

At Aradius Group, we want to help keep your costs low and customer count high! The REACH solution simplifies your direct mail journey by providing templates for the top 10 optimal mail formats used in advertising today.