

# **Direct Mail and Multi Channel Integration Checklist**

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## Direct Mail & Multi Channel Checklist

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#### **Best Direct Mail Practices in an Evolving Marketplace**

By Wes Powell

Wes is TMR Direct's president and loves his Shelby Mustang more than you love yours. He frequently covers topics about integrating offline and online marketing efforts, marketing strategy and transforming businesses. Connect with Wes on [LinkedIn](#) and [Twitter](#) or at this year's Shelby Fest.



## Direct Mail & Multi Channel Checklist



### Direct Mail and Corporate Website

- Is there a specific (and unique) landing page on the website that is clearly tied to each direct mail piece?
- Are the colors, images, and messaging on both the direct mail piece and the landing page consistent?
- Does the landing page make it clear exactly what the direct mail responder will receive? And is the benefit of the offer reinforced?
- Is it absolutely clear to the responder what he or she needs to do? (And is it simple?)
- Is your brand (Logos, images, taglines, and any messaging) consistent across all channels?
- Are there problems with your corporate site that might make it more effective to set up a specific marketing website for the campaign?



### Direct Mail and TV

- Check the viewer profile for the television channel(s) to be used for your campaign. It should be a close match for the list profile to which you are mailing.
- Run both direct mail and television campaigns simultaneously
- Both campaigns should have the same theme, but the television ads should be broader in approach and the direct mail piece should present specific offers. However, consistency of brand should be apparent.<sup>2</sup>
- Use television to create awareness of the direct mail piece that is arriving in the consumer's mailbox
- Use television and video to create emotional connections with the audience that can't be made with the direct mail piece.
- Both television and direct mail appeals should drive traffic to a specific and unique landing page.



### Direct Mail and Radio

- Check the listener profile for the radio station(s) to be used for your campaign to make sure it is a close match for the list profile to which you are mailing.
- Run both direct mail and radio campaigns simultaneously
- Both campaigns should have the same theme. Use a common phrase as a "hook" in both campaigns
- Use radio to create awareness of the direct mail piece that is arriving in the consumer's mailbox
- Use radio to create emotional connections with the audience through music and voice to heighten the connection made with the direct mail piece.<sup>1</sup>



### Direct Mail and Phone/ Telemarketing

- If the direct mail piece asks the recipient to respond by phone, make sure that:
  - the messaging on the piece and the script in the phone room is absolutely consistent
  - that there is a specific code on the mail piece that phone room personnel can ask for (to allow tracking)
  - that a specific, unique landing page for the direct mail piece is in place to provide additional research information and to accommodate those who do not to respond by phone. And make sure the URL for that landing page is clearly indicated on the mail piece

#### SOURCES

<sup>1</sup>"How to Use the Radio to Make Direct Mail More Effective" Elizabeth Layne, Demand Media. [www.smallbusiness.chron.com](http://www.smallbusiness.chron.com)

<sup>2</sup>"4 Tips for TV and Direct Mail Integration". [www.DirectMailMarketing101.com](http://www.DirectMailMarketing101.com).



## Direct Mail & Multi Channel Checklist



### Direct Mail and Newspaper

- ❑ Use the newspaper's subscriber database for addresses
- ❑ Take advantage of any subscriber segmentation offered by the newspaper
- ❑ Supplement the subscriber database with nonsubscriber names that fit the same profile
- ❑ Make sure graphics, (colors, logos, images) and messaging (including taglines and key phrases) are consistent between the newspaper ad and the direct mail piece
- ❑ Makes sure the direct mail piece and the newspaper ad point the consumer to a specific action step (either a phone call or a visit to the landing page)
- ❑ Coordinate the timing of the two messages. Newspapers create awareness, so it makes sense to run the newspaper ad hit first and then follow up with the direct mail piece—which can go into more depth.



### Direct Mail and Print Magazine

- ❑ Use the magazine's subscriber database for addresses
- ❑ Take advantage of any subscriber segmentation offered by the magazine
- ❑ Make sure graphics, (colors, logos, images) and messaging (including taglines and key phrases) are consistent between the magazine ad and the direct mail piece
- ❑ Makes sure the direct mail piece and the magazine ad point the consumer to a specific action step (either a phone call or a visit to the landing page)



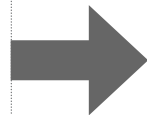
### Direct Mail and Mobile

- ❑ Use a QR code on your direct mail piece that allows the recipient to access more information on a mobile device. A QR code could link to a coupon, a video, a landing page, a survey, etc. But make sure this content is optimized for mobile use.
- ❑ Give the recipient the option to text you. This gives you access to a mobile number so you can text offers and important messages in the future.
- ❑ Again, make sure your entire website is mobile optimized because your prospect may go to your home page first.



### Direct Mail and Email

- ❑ Use email as a follow-up to direct mail when the goal is new customer acquisition. Unsolicited email will get deleted. Direct mail creates some familiarity with the recipient. But make sure your subject line (and the content of your email) are clearly tied to the direct mail piece—and that the recipient responded (“Here’s the special report you requested!”)
- ❑ Use email as a lead-in to direct mail when working with existing customers and clients. This allows you to prep the recipient to watch for the direct mail piece. Trusted Email (from someone the recipient knows) can be powerful.
- ❑ Make sure that design and messaging are consistent across both mediums. Again, that includes, logos, graphics, taglines, and key phrases.
- ❑ Provide a clearly positioned URL for a landing page on the direct mail piece so you can collect an email address if you don't already have it. Make sure that your offer is a fair trade of information (value) in return for the recipient's email address.



**Use a QR code on your direct mail piece that allows the recipient to access**

**more information  
on a mobile device.**



## Direct Mail & Multi Channel Checklist



DELIVERING MEASURABLE RESULTS

### About TMR Direct

#### Overview

TMR Direct is a direct mail and inbound marketing company that's been in Colorado Springs for nearly 40 years. Founded by Gerry Amber on the principles of honesty, integrity and putting clients first, our clients' success has been our success—and we want to keep it that way for another 40 years.

#### TMR Direct Partnerships

We strongly believe that marketing campaigns are never “one hit wonders.” Rather, they're long-terms plans that are thought-out, well planned and well executed. If you're looking for the cheapest marketing solution out there, we likely won't be a good fit for you. But if you're looking for someone who will take your business seriously, take the time to understand your needs, provide you with excellent service and work with you to improve over time, then consider working with us.

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