**A screenshot of a cell phone

Description automatically generated**

**SUCCESSFUL DIRECT MAIL CAMPAIGNS**

*Direct Mail That Works Includes Key Steps and Components*

**12 key steps**

**of a direct mail campaign.**

1. Plan
2. Define Goal/Objectives
3. Target Audience
4. List Selection
5. Compelling Message/Offer
6. Response Action
7. A/B Test
8. Select Format
9. Design
10. Integrate Other Channels
11. Produce
12. Measure and Analyze

A little bit about us…

We help customers attract, serve and retain clients via the print, mail & digital mediums. For almost 60 years our clients, distributors and re-seller partners throughout North America have trusted us to produce a wide variety of marketing, mail and transactional communications.

Please drop us a line or give us a shout…

info@margraphics.com

800-851-4460