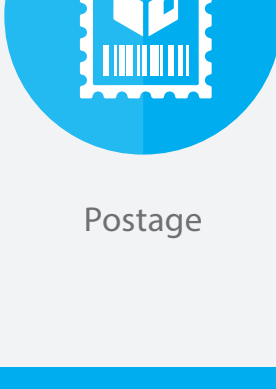


DMA insight: How to work with a mailing house

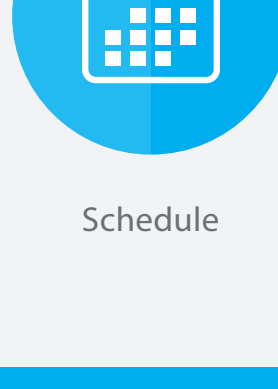
Creating mail campaigns can be easy, effective and rewarding if following these steps.

Laying the groundwork

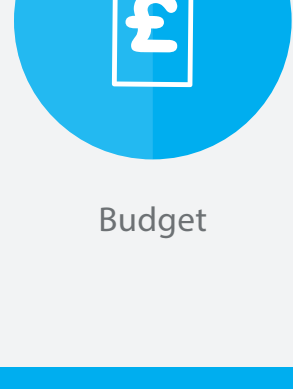
The key components for a mail campaign:



Data



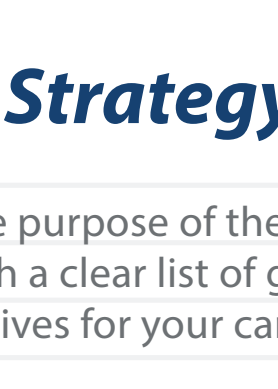
Creative



Pack items (letter, leaflet, brochure)



Postage



Schedule



Budget

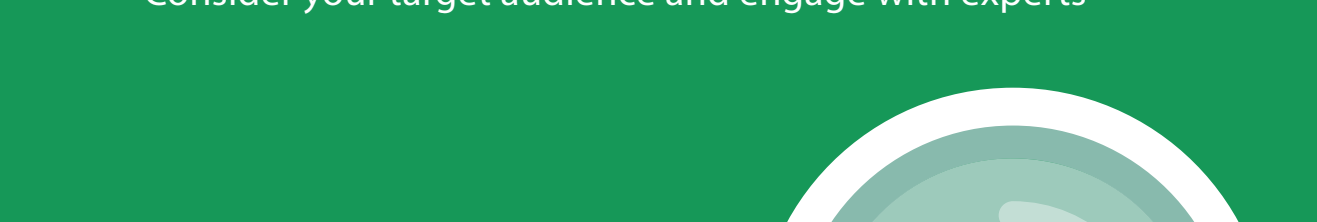
Strategy

What is the purpose of the campaign?
Establish a clear list of goals and objectives for your campaign

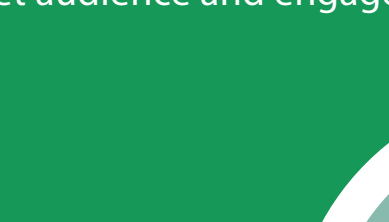
Consider: target audience, message, timing, call to action, offer, budget, media mix, ROI and measures of success

Ensure compliance with relevant legislation and codes of practice (DMA Code and CAP code)

Create your team based around expertise in:



Design



Data



Print



Mailing houses



Postage partners

Ensure your chosen partner is appropriately equipped and accredited:



For example: data security, quality, environmental, information security, and a DMA membership.

Consider your target audience and engage with experts

Make sure you hold GDPR compliant data, or find an expert to help you source data whether named or partially addressed.



Planning your mailing project

Start by creating a schedule from when you want the mailing to land on your customers doormat.

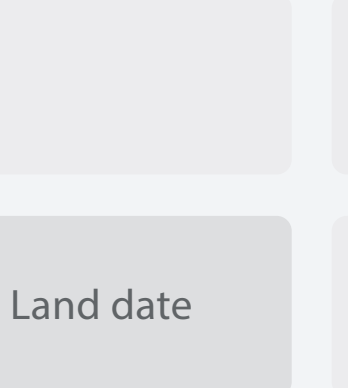
Consult with your mailing house:



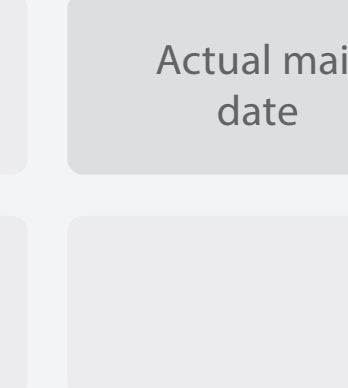
Use your mailing house to advise on appropriate materials and formats, creating a look and feel that reflects your brand and will add to the success of your campaign.



Ask your mailing house to mock up your mailing pack or one-piece mailer



Your mailing house should create cutter guides and templates for your designer: this will save you money and time and also offset any risk/waste.



Understand when your mailing will deliver the optimum response

Key dates to note:

Artwork and data supply deadlines		
		Actual mail date
Land date		

Encourage collaboration among your supply chain where possible and agree a timeline of events for all disciplines

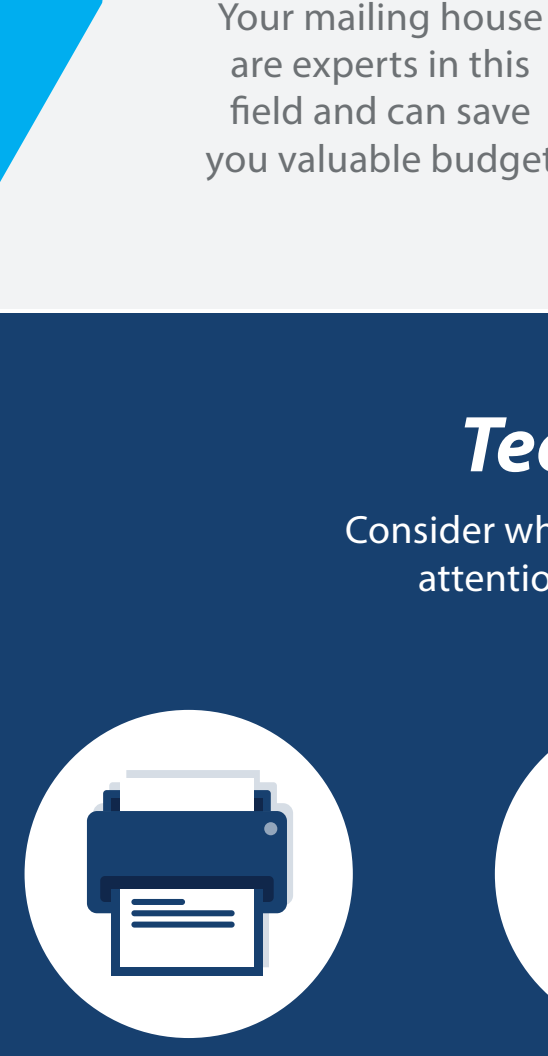
Make sure you have 3rd party data processing agreements in place and that data complies with relevant legislation.

Optimise your ROI through testing

Minimise risk MPS is your safety net

Estimates

Your printer/ mailing house will require the following information to enable them to generate an accurate estimate:



Your mailing house are experts in this field and can save you valuable budget

Size of components

Flat vs finished

Pagination

Number of colours to print

Single or double sided

The volume of items to mail

What data variables you want to incorporate (name, address, salutation...etc)

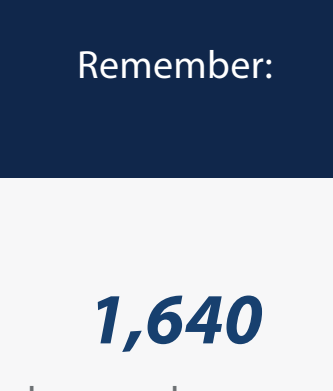
Ask about incentives - for example, with the postage service, the more time you allow, the better prices you can access

Technology

Consider what technologies will grab attention/increase response,



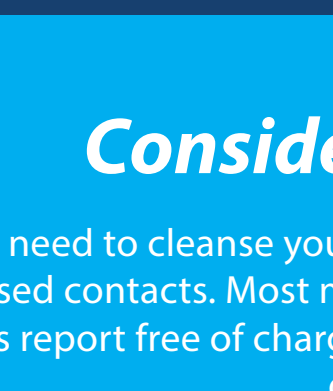
Digital printing and variable data messaging



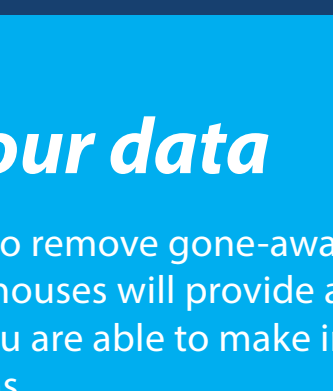
Video products



Augmented reality



QR codes



Products or gifts

Consider your data

You'll need to cleanse your data to remove gone-away and deceased contacts. Most mailing houses will provide a health analysis report free of charge so you are able to make informed decisions.

Data hygiene and suppression cleansing can save you significant budget by reducing mail volumes and improving your ROI.

Remember:

1,640
people move home per day, every day.

About **11%** of the UK population moves home every year.

Learn from returns

Ask your mailing house to manage the returns from your mailing

They will data capture the returns and provide data back to you so you can maintain your database.

This should have a positive impact on ROI for future mailing projects.

Conclusion

Direct Mail works: FACT

But don't rush into anything without careful planning, great creative, quality data and considered execution.

To enhance your chance of success:

- . Make sure your campaign is targeted, relevant, and grabs attention
- . Use personalisation to create better engagement
- . Find a like-minded mailing partner to support and guide you through the process

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

Published by The Direct Marketing Association (UK) Ltd Copyright © Direct Marketing Association. All rights reserved.

www.dma.org.uk