

Thanks for requesting our . . .

## DIRECT MAIL CHECKLIST FOR B2B MARKETERS

Here are some questions to ask about your proposed direct mail campaign. There are more, but these will get the ball rolling.

1. Have you identified your **TARGET AUDIENCE**? Do you know what makes them tick? What's getting in their way? How urgent is the issue?
2. Have you found a mailing **LIST** that matches your audience profile?
  - a. Is the list offered by a reputable, reliable list source?
  - b. Has the list been recently updated, merged and purged of duplicates?
  - c. Is the total list big enough so you can test a small portion first before mailing to everyone?
3. Will your target audience respond to your **OFFER**? How do you know?
  - a. What problem are you solving for these people? Alternatively, what desire are you meeting?
  - b. Have you created offer terms that will appeal to this audience? In the business setting, how to pay and when to pay are key to response.
4. What is the **CALL TO ACTION**? Is there more than one option?
  - a. Does it lead to the next step in the sales process?
  - b. It is clear what will happen when people respond?
  - c. Have you set up office procedures and training to handle responses?
5. Is there a follow-up or **FULFILLMENT** item to be delivered?
  - a. Does the fulfillment reflect the same "look and feel" as the mailing?
  - b. Is delivery automated and will it take place within 24 hours?
6. If the test is successful, what is required for you to "**ROLL OUT**" to your entire list? Consider your response profile: how many leads over what period. How many leads can you profitably handle each week?

Direct mail is an essential tool for B2B marketers. It doesn't fit for all products or in all circumstances. When it's appropriate, however, and well executed, your direct mail campaign can generate **a predictable stream of serious leads for your sales force.**

# The Marketing Machine®

Systematic Lead Generation & Predictable Sales

If you would like to discuss how direct mail might work for you, give us a call.

*Joe Krueger*

(949) 733-1778 (Pacific Standard Time)

Joseph Krueger is CEO of The Marketing Machine®. For over 30 years he has authored and managed classic direct marketing campaigns, mostly for Fortune 1000 companies. At last count, these campaigns have produced sales of over \$4.5 billion and been recognized with dozens of industry awards



If you want to discuss the potential for your company or your next campaign, give Joe a call at (949) 733-1778. There is no charge for an initial consultation. If your situation warrants further development The Marketing Machine® will provide a preliminary program outline.

But wait, there's more (for people who are in a hurry) . . . -->

Questions to get the ball rolling  
**Your next B2B  
Direct Mail  
Campaign**

### 1. Define Target

Right company?  
Right location? Time?  
Owner, influencer or user?  
Whose problem?



### 2. Select List

Inhouse or purchased?  
Recently updated?  
Big enough for test?

### 3. Right offer?

Solving a problem?  
Meeting a desire?  
What about terms?



### 4. Call to Action



Choice of response?  
Clear what happens?

### 5. Fulfill

Fit with offer?  
Delivered within  
24 hrs?  
Next step?



### 6. Roll out



How many ?  
How often ?