Print & Direct Mail Campaign Guide

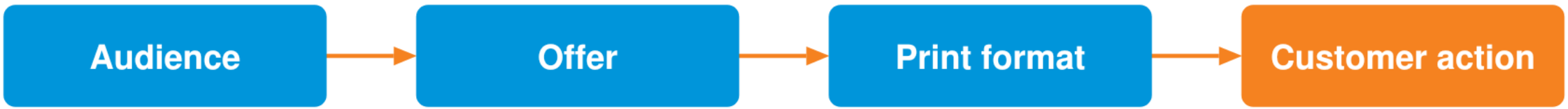
A practical framework for printed materials, mail planning and a clear response path.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / CAMPAIGN PURPOSE

The printed piece has a job to do



Choose the audience.

Explain the offer.

Pick a useful format.

Define the next action.

Choose the message and the next step before selecting finishes or quantities.

02 / FORMAT SELECTION

A format discussion guide

Printed material	A possible use	A planning question
Brochure or booklet	Explain services in more detail	What does a buyer need to know?
Postcard or mailer	Present a focused offer	What should the recipient do?
Presentation folder	Support a sales conversation	Which inserts belong inside?
Sign or event display	Introduce the business at a glance	Can the main message be read?

03 / DESIGN AND PRINT

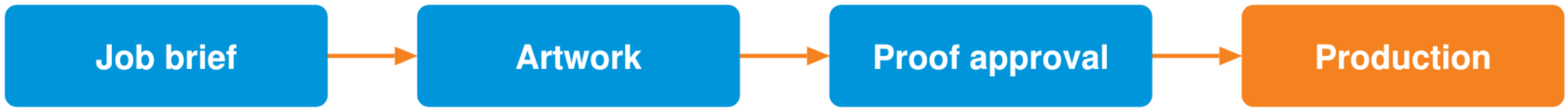
Production begins with clear specifications

Define the job

Confirm size, quantity and stock.
Discuss finishes and delivery.
Agree on the required deadline.

Approve the artwork

Check copy and contact details.
Confirm the printer specifications.
Approve the proof before print.



04 / MAILING STRATEGY

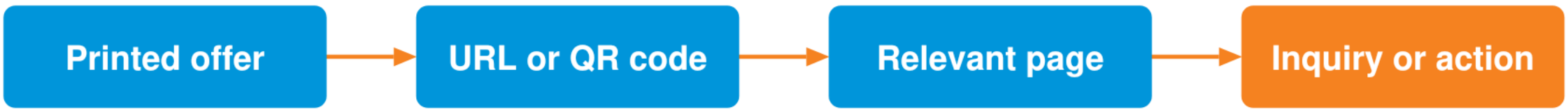
Addressed mail and route-based mail

Approach	What it focuses on	What to confirm
Addressed mailing	A selected address list	List quality and preparation
USPS EDDM	Addresses on selected routes	Route fit and current rules
Both approaches	A useful message and next step	Format, costs and timing
Before production	A coordinated print and mail plan	Eligibility and final specifications

Reference: USPS Every Door Direct Mail. Confirm current requirements before booking.

05 / RESPONSE PLANNING

The response path connects print and digital



Use a focused message.

Make the link easy to use.

Match the printed offer.

Assign the next step.

Test every link, QR code and phone number before approving production.

06 / YOUR CAMPAIGN NOTES

A print campaign planning worksheet

01	**The campaign scope**	Record the audience, quantity, format and delivery deadline.
02	**The total costs**	Request design, print, mailing preparation, postage and delivery details.
03	**The response review**	Decide how the team will identify and follow up on campaign inquiries.

YOUR NEXT STEP

Print that fits the larger campaign

Required Marketing Group supports print, direct mail, marketing materials, signage and promotional products. Final specifications and quantities receive a custom quote.



Request a consultation

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