

DIRECT MAIL

S U C C E S S F O R M U L A

Define Your Audience

01

Segment lists by demographics, behaviors, or purchase history. Personalization drives relevance and response.



Craft Compelling Creative

03

Strong headline + benefit-driven copy. Eye-catching visuals and tactile design.



Integrate with Digital

05

Use QR codes, PURLs, and landing pages. Sync campaigns with email, social or retargeting.



Test & Measure

07

A/B test offers, headlines, formats. Track response rates, conversions and ROI. Refine strategy for future campaigns.



02

Set Clear Goals

Brand awareness, lead generation or customer retention? KPIs like response rate, conversions or ROI?



04

Choose the Right Format.

Postcards for quick impact. Dimensional mailers for high-value prospects. Letters for formal, personalized outreach.



06

Time it Right

Align with buying cycles, holidays, or events. Consider frequency and follow-up cadence.

Information 
Packaging

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