Setting up a
Direct Mail Campaign
With

QUANTUM
FULFILMENT

1) Select your target audience - it's important you get this right and to ensure your mailing is going to the people that will be interested.

2) Do you have your target audience's information? If not, databases can be purchased from the likes of Bill Moss.
It's important you clean your database, removing duplicates and incomplete addresses. It can look very unprofessional if a recipient receives multiple envelopes with the same mail piece. At Quantum Fulfilment we can source your data and clean your databases if required.

3) Decide what you would like to send to your audience. It's important to consider the weight and size of your mail piece as this can affect the envelope size and more importantly the post-age cost. Being overweight by as little as 2g grams can double the cost of your postage.

4) Now it's time to design your mail piece. At Quantum Fulfilment we have an in-house graphic design team to perfect your design for you. Make your mail piece stand out with vibrant colours and unique designs. It's important to add a "call to action" to your mail piece.
Adding a "call to action" is a good way to measure the effectiveness of the campaign. Use your "call to action to drive your audience to an online purchase with a promotional code or add a coupon to your mail piece.

5) Envelopes must now be selected. Envelope type and size will depend on the mail piece.
If there is a letter attached to your mail piece, the customer's address can be added to the letter. A window envelope can then be used and the customer's address will be positioned in the window. Alternatively, a customer's name and address can be overprinted on a non-windowed envelope.

6) Depending on volumes of the mailing, Quantum Fulfilment can offer you postage discounts. Sometimes these discounts can nearly cover the cost of putting the mailing together.

7) In our experience, we find that mailing the same database with different mail pieces over the course of 2-3 months bring much better dividends as people become familiar with your brand.

8) Always offer an unsubscribe option to your potential client.

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