



# Circulation Management & Audience Development

## Basic Steps in Planning a Direct Mail Campaign

Direct mail is expensive but it offers more volume potential than other sources. It's reliable and projectable and is part of most paid magazine's strategy. Because it's expensive, it's important that campaigns be managed carefully. Here are the basic steps that go into every successful campaign.

- 1 - Begin the planning process at least **four months prior to mail date**
- 2 - Determine quantity to be mailed based on net subs needed from campaign - **REMEMBER:**
  - \* **Allow for bad debt**
  - \* **Base response % on historical mail results**
- 3 - Finalize direct mail package and offer
- 4 - Order mailing lists
- 5 - Reserve lettershop time
- 6 - Set up merge/purge
- 7 - Assign all key codes to mailing lists, packages, offers, etc.
- 8 - Order printed material, assign stock keys to all components
- 9 - Give written instructions to the lettershop
- 10 - Notify your fulfillment company of mail schedule – provide keys for tracking
- 11 - Track the response
- 12 - Analyze response
- 13 - Report response to management
- 14 - Apply results to next campaign

### About Tyson Associates, Inc.

This 28 year old firm offers full service circulation outsource management, project consulting, fulfillment consulting and creative work to paid and controlled circulation magazine publishers.