

DIRECT MAIL CAMPAIGN CHECKLIST

Campaign Name:

Target Launch Date:

Program Manager:

This checklist has been developed by our campaign experts to share with you the best practices we've developed over the last 30 years that result in the highest performing direct mail pieces for the restaurant industry. We hope it will help in guiding you and your team toward creating the best promotions for your business.

We're here to help if you have any questions or need any help!

Best wishes,
The Mspark Team

1. CAMPAIGN TARGETING

(Instructions: Check each targeting step that has been executed and its sub-steps)

A. Identify Core Consumer Profile:

- Use a penetration database analysis to find out where our customers are coming from
- Run a monthly frequency to remain top of mind and maintain/grow our market share
- Focus our ad dollars on the neighborhoods surrounding our locations
- Identify and target families with children as a key demographic

B. Identify key micro-targeting opportunities based on:

- Location
- Demographics
- Devices
- Interests
- Lifestyles

2. CHOOSING OUR BEST PRINT OPTIONS

(Instructions: Check the direct mail piece(s) type that best matches our campaign needs and the underlying value we want to get from them.)

Impact Postcard

- High visibility standalone piece
- Personalization with targeted offer
- Solo mail direct mail piece for shared mail cost

Wrap

- High visibility
- Saturation product
- Cost-effective way to promote multiple locations

Slim Jim

- Great for targeting consumers most likely to dine-out
- Easy-to-carry for coupons & focused creative
- Cost-effective way to promote ourselves

Standard Sheet

- Great for showcasing food images & menus
- Cost-effective for high-frequency campaigns
- Target consumers most likely to dine-out

3. CAMPAIGN OFFER TYPE

(Instructions: Review the restaurant example offers and response rates below for ideas, and add in the ones most relevant for our stores.)

- **Free**
(Mspark research data point: FREE offer averaged 2.45% response rate)
e.g. Free dessert with a family meal
- **BOGO**
(Mspark research data point: BOGO offer averaged 1.8% response rate)
e.g. Buy one side get one free
- **Low Price**
PRICE (Mspark research data point: Low price offer averaged 1.0% response rate) e.g. Family Meal Deal: \$24.99

Our Best Offer #1

Describe:

Our Best Offer #2

Describe:

Our Best Offer #3

Describe:



SLIM JIM with FREE Dessert coupon

4. CAMPAIGN DESIGN & ARTWORK

(Instructions: Check off each component of high performance content – for more details on the components of an effective print promotion [click here](#) to download our “Create Ads that Sell” PDF)

- Keep It Simple**
and answer customer’s question:
“What’s in it for me?”
- Clear Call to Action**
What should they do next
- Focus on Audience**
Artwork & Language
- Strong Offer**
Price & Promotion
- Don’t Forget Your Contact Info**
Email, URL, Phone...

CREATE ADS THAT sell

What Makes an Effective Advertisement?
Consumers pay attention to things that are eye-catching and appeal to their needs. Be clear and concise with your message while creating a sense of urgency. Most consumers value cost, peace of mind, convenience, and quality.
Picture a consumer scanning the ad, then asking...

- What's in it for me?**
- Eye-Catching Artwork**
Large, eye-catching photos or imagery draw the customer in, leading them to your promotion.
- Call Out**
A secondary group of text and/or images used to call attention to a secondary offer or message.
- Headline/Call to Action**
Content intended to persuade the reader to perform an act or to hold their attention.
- Prominent Logo**
Let your prospects know who you are at first glance.
- Strong Offers/Coupons**
Show your value. Be competitive with your offers and coupons. Draw the consumer in by featuring best-selling products. Strong offers = strong ROI.
- Tertiary Information**
Tell your customer more about your business.
- Sig Info**
Contact information for you, the advertiser.

CONTACT US TODAY TO GET STARTED!
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www.mspark.com

QUESTIONS?

Have questions about shared mail best practices or need advice about your campaign?
Our campaign experts are here to help!

1-855-209-8881