

Direct Mail Mistakes to Avoid

This "Checklist" will help you quickly identify the most common pitfalls that can hinder a direct mail program. Use it as a guide right from the start so you can avoid these stumbling blocks and proceed with confidence.

PHASE	STEPS
1 STRATEGY & INTENT	<input type="checkbox"/> Identify the campaign's goal before creative decisions. <input type="checkbox"/> Align mail touch with buyer journey or trigger event. <input type="checkbox"/> Tie KPIs to pipeline or business results.
2 TARGETING & PERSONALIZATION	<input type="checkbox"/> Use segmentation or behavior-based triggers. <input type="checkbox"/> Adjust creative based on persona or journey stage. <input type="checkbox"/> Ensure the piece feels personalized.
3 INTEGRATION & TIMING	<input type="checkbox"/> Connect the campaign within MAP/CRM workflows. <input type="checkbox"/> Ensure timing aligns with signals or stage movement. <input type="checkbox"/> Include follow-up channels (email, SMS, outreach).
4 CREATIVE FORMAT	<input type="checkbox"/> Ensure format enhances strategy vs. leading it. <input type="checkbox"/> Balance impact and scalability. <input type="checkbox"/> Make CTA clear and easy to act on.
5 MEASUREMENT & OPTIMIZATION	<input type="checkbox"/> Define success metrics. <input type="checkbox"/> Set up proper attribution. <input type="checkbox"/> Test insights across segments or formats.