



Checklist for successful direct marketing

What counts is measurable success

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Have you defined quantitative and qualitative aims for the direct marketing campaign in advance?
<input type="checkbox"/>	<input type="checkbox"/>	Is your mailshot well received by the target group? Have you tested several different versions?
<input type="checkbox"/>	<input type="checkbox"/>	Have attractive response elements been selected, such as prepaid international response cards?
<input type="checkbox"/>	<input type="checkbox"/>	Are the response elements coded so that you will be able to establish which channel most consumers use to reply?
<input type="checkbox"/>	<input type="checkbox"/>	Are response boosters used in the mailing to increase the response rate?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know the minimum response required to cover the costs of the mailshot?
<input type="checkbox"/>	<input type="checkbox"/>	Are you planning to carry out a target/actual comparison?
<input type="checkbox"/>	<input type="checkbox"/>	Have you determined the methods according to which the response will be evaluated – response, order or conversion rate?
<input type="checkbox"/>	<input type="checkbox"/>	Are you calculating the return on investment? What is the net profit in relation to costs?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know the cost per exposure?
<input type="checkbox"/>	<input type="checkbox"/>	Is the information obtained recorded in a CRM system in order to use it for future customer loyalty programmes?
<input type="checkbox"/>	<input type="checkbox"/>	Do you assess the customer lifetime value?