



## Sample National Direct Mail Campaign Schedule

This sample campaign guideline can help you plan and lay out your campaign.

Before getting started you'll need to:

- Download your National Direct Mail files from M4P.info.
- Personalize, print, and prepare campaign components.
- Review your mailing list to ensure it's current.

Campaign Month: \_\_\_\_\_

### Day 1

Date: \_\_\_\_\_

- Promote your upcoming campaign with a social media teaser. Use the enclosed images with text similar to this... "Marketing your business with direct mail is easier than ever. Keep an eye on your mailbox to learn more."

### Day 5

Date: \_\_\_\_\_

- Mail direct mail pieces (self-mailer or fold-over mailer and envelope).

### Day 7-8

Dates: \_\_\_\_\_

- Direct mail pieces land with your audience.

### Day 10

Date: \_\_\_\_\_

- Promote via Facebook\*
- Promote via Twitter\*
- Promote via LinkedIn\*

\*Use included social media text and images.

### Day 15

Date: \_\_\_\_\_

- Download new National Direct Mail files from M4P and get them into production for next month.

### Day 16

Date: \_\_\_\_\_

- Send promotional campaign email.\*

\*Use included email text and images.

### Day 18

Date: \_\_\_\_\_

- Promote via Facebook
- Promote via Twitter
- Promote via LinkedIn

Pro tip: Be sure to mix and match images on all social media channels.

### Day 19-22

Dates: \_\_\_\_\_

- Follow up with the top prospects you targeted to see if they have any print needs this month.

### Day 23

Date: \_\_\_\_\_

- Promote via Facebook
- Promote via Twitter
- Promote via LinkedIn

**Other notes:** Social media posts can quickly get lost in the news feed, so remember that it is perfectly acceptable (and even encouraged) to repeat the posts at different times of the day. Also, you can send the email more than once, but be sure to swap the images and headline for something new.