

Direct mail has evolved from introductions like “Dear Friend”, the four-page letter about the history of your company, and a fake signature of your CEO.

So is your direct mail campaign older than a blackberry, or fresher than an iPhone 8 that controls your self-driving car?

Use our scorecard to find out.

## IS YOUR DIRECT MAIL CAMPAIGN

# OVER THE HILL?

0 PTS. 3 PTS. 5 PTS.

Do you personalize your direct mail appeals?	Does using Dear Friend count?	We use the recipient's name, but the rest of the copy is the same	We personalize the salutation, as well as every bit of information we can find about the recipient
How colorful are your appeals?	Black and white; it's the cheapest	Just a few different colors, such as the colors for our logo	Every color, especially bright colors that catch people's eyes
What kind of list do you use?	We scrape the internet to make our own list	We use a professional list service	We use a professional list provider, as well as our internal list of qualified prospects
How do you get your mailings done?	We stay up to 3am stuffing envelopes	We use combination of in-house and a few specialized vendors	We use full-service direct mail company. So we can focus our time on our core competencies
What's the level of your design work?	We find them on Google; no one will know	We put some thought into it but it's mainly using stock photos	We have an in-house graphic designer or our direct mail vendor uses one
Do you perform maintenance on your database?	Database? What database?	We use Excel	We use professional service such as a CRM software program
What's your level of copywriting?	Our new intern does our copywriting	We collaborate as a team on copywriting	We have an in-house copywriter or our direct mail vendor uses one
When's the last time you've made a significant change to your direct mail program?	I just do what the last person did. If it ain't broke, don't fix it, right?	Between 5 years and 6 months	Within the past 6 months. Changes always need to be made to keep our program moving in a positive direction

### Scoring:

40+ - I'm assuming you drive a Tesla too?

30-39 - You're just a few tweaks away from standing apart from the mailbox clutter.

20-29 - Your program is showing its age, but not to the point of no return.

19 and under - Call us so we can resurrect your program from the dead.

Just for Fun: you are definitely over the hill if you recognize the origins to these popular phrases