



Direct Mail Campaign Checklist

6 WEEKS OUT

- Define the offer and the audience
- Set the in-home date and work backwards
- Request list counts

4 WEEKS OUT

- Approve creative and copy
- Submit the mailing list for hygiene
- Confirm postage class and permit

2 WEEKS OUT

- Approve the press proof
- Fund the postage account
- Confirm the drop schedule

DROP WEEK

- Verify the mail.dat / postal paperwork
- Turn on tracking
- Brief the phones on the offer

Placeholder document — replace with the real file before launch. Same filename, same folder, and the site links keep working.