



Content Development Guide

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To build the most effective mailing, it pays to take the time to determine precisely who you are marketing to, what you want to motivate them to do and how you plan to motivate them. The following worksheet is designed to help you pinpoint the answers to these questions so you can generate the best results from your mailing project.

Step 1 – Establish Your Target Audience

Gender: _____

Age Group: _____

Income Group: _____

Location: _____

Occupations: _____

Other Discerning Qualities: _____

Step 2 – Establish Your Purpose

- Build traffic
- Build recognition/brand awareness
- Acquire new customers/referrals
- Advertise customer service
- Respond to competitors claims/offers
- Support other marketing/advertising materials
- Reward/acknowledge loyal customers
- Expand your market to a new audience
- Introduce new products/services
- Deliver company news (upcoming sales, grand openings, etc.)
- Warm up an audience for cold calls
- Stimulate purchases from existing customers
- Other: _____

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Step 3 – Establish Your Offer

Whether it be a temporary price break on a product, a discount voucher for loyal customers or a grand-opening or holiday sale, mailings are most successful when they come with an offer. People respond to offers; it gives them an immediate reason to act on your message. The word ‘free’ may very well be the most powerful word in the English language, however, a free offer doesn’t necessarily need to come at a high price to you. When pitching a free offer, the key is to provide something free that is *valuable to your viewers—yet is also low cost to you*. The following is a list of possible offers:

- Free printed information
(*brochure/catalog, pricelist, newsletter, etc.*)
- Free consultation or quote
- Free premium for stopping in
- Free shipping or delivery
- Free demonstration, seminar or tutorial
- Free gift with purchase
- Free test, trial or subscription
- Percent-off voucher
- Dollar-off gift certificate
- Buy one, get one vouchers
- Contest invitations
(*stop by or go online and register to win*)
- Private or holiday sale invitations
- Grand opening discounts
- Limited time price-cuts

Step 4 • Develop Your Call to Action

Once you’ve established who your target audience is, what you want them to do and an offer that will motivate them to action—*ask them to act!* Whether you want your audience to call, email, go online or stop by, you need to ask them to do so and tell them how to do it! A few popular wordings:

- Call 1-800-000-0000 now!
- Place your order now! Call 1-800-000-0000
- Visit us online at www.greatoffer.com
- Order online at www.greatoffer.com
- Pre-order now! Call 1-800-000-0000
- Stop in to speak with us in person!

Final Steps

The purposes of steps 1–4 are to help you clarify the goals of your mailer. Once you’ve clearly defined these parameters, our creative team can begin to design your mailpiece. Some other materials you may need to submit to our design department to aid in the design of your mailer:

- Copy or copy ideas outlining your product/service
(*Don’t forget about the target audience and the goals you’ve established above as you write.*)
- Copy or copy ideas enthusiastically outlining your offer
- High-resolution, digital files of your logo(s)
- Any other images that need to be included (*product images, before and after shots, etc.*)