



BeYohnd Mail

Making Mail Manageable!

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4 Steps to Planning a Successful Campaign

1. Mail Piece Selection & Design

Your message and audience will help to determine whether a postcard, letter or self-mailer or any other design piece would be the appropriate media. Layout and design a piece that would allow for the maximum postal discounts.

2. Database Preparation or List Purchase

- a. Existing Database - When was the last time you mailed to the list?
- b. Creating a database - What sources do you already have to create your database?
 - Client files
 - Prospects
- c. Renting a list - Usually not as expensive as assumed, however, be careful where you get it from.
- d. In-house lists - Most direct mail houses have inhouse lists that can be purchased and are kept up-to-date.

3. Printing of the Mail Piece

- a. Do it yourself - find a printer who can work with your software and design format.
- b. Stamps or indicia?
- c. Some direct mail houses have laser printers on-site for smaller jobs and mailmerge projects. They also may work with printers who reward repeat business with discounts that can be passed onto the customer.

4. Putting it into the Mail Stream!

- a. If you are preparing the mailing:
 - Be sure your list has been searched for duplicates
 - Address directly onto the mail piece if you can
- b. If you're using a direct mail house to prepare the mailing:
 - Make sure your piece is designed for automated postal discounts
 - A mailhouse will CASS certify the list, address your piece with a barcode, sort and tray for postal discounts, prepare the paperwork and drop at the post office.

Price your entire project with BeYohnd Mail and see how easy direct mail can be!