

# CHECKLIST FOR YOUR INTERNATIONAL DIRECT MARKETING.



Increase your advertising success with our convenient guide.

# PLAN YOUR INTERNATIONALLY **SUCCESSFUL** DIRECT MARKETING CAMPAIGN NOW.

With direct marketing, you have the best prospects for business success – even beyond national boundaries.

Use this handy checklist to ensure you've considered all important factors relevant to your campaign – from planning and execution to determine the success of your measures.

## 1. Planning

### Determining the goals

- Customer acquisition
- Customer loyalty
- Sales/up- & cross-selling
- Brand communications
- Carrying out a test
- Generating/enhancing image

Remarks:

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### Analyzing & selecting target country

- Economic & cultural factors
- Local market:
  - Local purchasing behavior
  - Local offers/competitions
- Taxes/duties/customs
- General direct marketing affinity
- General direct marketing infrastructure

Remarks:

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## Defining & identifying the target group, nationally and abroad

Relationship structure type (B2B, B2C)

Remarks:

Segmenting according to:

- Geographical criteria
- Sociodemographic criteria
- Behavior-related criteria
- Psychographic criteria

## Determining the budget

Campaign

Remarks:

- Adapt conception/creation
- Organize international production
- Media adaptation and local distribution
- Adapt response incentives

Response management and fulfillment

- International response management
- International fulfillment/order management
- Production of fulfillment material
- Selection of international service provider(s)

## Determining the timing

Date of campaign launch? \_\_\_\_\_

Date of briefing deadline? \_\_\_\_\_

Timing for generating layout, copy, final proofs, editing, lithography? \_\_\_\_\_

Amount of time for production? \_\_\_\_\_

Feedback & review by international/local experts? \_\_\_\_\_

## Selecting advertising materials/channels

Adapt media mix to target country (adapt the media mix to local structures with regard to consumers and competitors)

Remarks:

- Mailing
- Fax
- Info flyer
- DRTV (Direct Response TV)
- Print media insert
- DRR (Direct Response Radio)
- Response ad
- Brochure
- Coupon
- Bulk mail
- Email marketing
- Telephone marketing
- Web marketing

## Determining offer (product/service)

Product/service (core/additional benefits)

- Take local competitors into account
- Local product demands/expectations

Remarks:

Price

- Adjust to suit local market
  - Carry out comparison with competition
  - Keep local currency purchasing power in mind
- Local payment methods/practices

Distribution channels

- Channels preferred by foreign customer (mail order, direct purchase)?
- Access to local retail/middlemen necessary?

Contents of the communication

- Does the product/service involve high consultation/explanation requirements?
- Claim
- Statement, tonality
- Adequately tailored to target country?

Layout/design

- Observe CI/CD rules
- Adapt the imagery used
- Evaluate clarity of layout/design

Determine international service providers

- Local/international advertising agency
- Professional translators
- Local/international address broker
- Local/international printers/production

## Do you have any more questions?

**00 800/13 45 62 45** (toll-free)

Monday – Friday: 8.30 am – 6.00 pm

(this number can be contacted from most European countries;  
you will be put through directly to your local contact)

[www.dhl-globalmail.com](http://www.dhl-globalmail.com)

## 2. Execution

### Keeping international requirements in mind

<input type="checkbox"/> Foreign requirements for advertising materials	Remarks:
<input type="checkbox"/> CD guidelines followed?	_____
<input type="checkbox"/> Attention-grabbing?	_____
<input type="checkbox"/> Target group addressed (copy tone, images)?	_____
<input type="checkbox"/> Message (benefits) clearly communicated?	_____
<input type="checkbox"/> Image rights purchased (licensed/public domain)?	_____
<input type="checkbox"/> Foreign requirements for the response element	_____
<input type="checkbox"/> Call to action clearly worded?	_____
<input type="checkbox"/> Easy to use?	_____
<input type="checkbox"/> Technical and postal provisions fulfilled (postage-optimized shipping type)?	_____
<input type="checkbox"/> Where applicable, campaign coding to measure success?	_____
<input type="checkbox"/> Were personalization options used (pre-printed address field)?	_____
<input type="checkbox"/> Data protection statement included?	_____
<input type="checkbox"/> Customer signature/other legal regulations?	_____

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## 3. Measuring success

### Evaluating the campaign

<input type="checkbox"/> Response management	Remarks:
<input type="checkbox"/> Define criteria for success (with service providers)	_____
<input type="checkbox"/> Define and organize response evaluation process	_____
<input type="checkbox"/> CPI/CPO	_____
<input type="checkbox"/> Use lessons learned for future campaigns	_____
<input type="checkbox"/> Communicate successes/failures to the relevant people	_____
<input type="checkbox"/> Employees in-house	_____
<input type="checkbox"/> Participating service providers	_____
<input type="checkbox"/> Update database	_____
<input type="checkbox"/> Qualification (where useful, change/supplement existing customer info and/or add potential new customers)	_____
<input type="checkbox"/> Contact history	_____
<input type="checkbox"/> Assessment of the entire campaign	_____

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Now that your campaign planning is complete, you're ready to implement it. We wish you every success with your advertising campaign!

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