



## Budgeting for a Direct Mail Postcard Campaign

*Postcards allow a company to target prospects for only a few cents per card.*

### Strategy

There are 4 basic elements of all direct mail campaigns – list, offer, timing, and creative execution.

Who is your target audience? What are you trying to accomplish? Do you have a reasonable chance of success? Before beginning a project, we work with you to answer these questions. We provide our clients with valuable advice that makes their campaigns successful.

### Printing and Mailing Services

MarketPlace-Solutions.com offers top-quality printing and mailing services. We have the specialty hardware, software, and extensive knowledge of postal regulations to get your mail delivered promptly. We specialize in printing 6" x 9" full color postcards. We offer quick turnaround on your project.

We process your list to get the lowest postage. Mail preparation includes ink jetting a complete address with an Intelligent Mail Barcode (IMB), sorting and delivering to the Post Office.

#### Examples of printing prices for a 6" X 9" full color postcard

3,000.....	\$495
5,000.....	\$645
10,000.....	\$995

The price of mailing services is 7¢/card for under 5,000 pieces and 5¢/card for over 5,000. There is a \$150 minimum.

### Postage

Postage is often the single largest budget item of direct mail.

Actual costs can be determined only after the list is processed. Bulk mail postage is not affected by card size, but a larger card will make a bigger impact. We do not mark up postage.

#### Postage estimates for budgeting purposes

- 15¢/card for using a carrier-route list
- 23¢/card for a consumer list
- 28¢/card for a business-to-business list

### Lists

There are two basic types of lists: the customer list that you create and the purchased targeted mailing list based on selected criteria. We can clean your customer lists by adding ZIP+4, updating addresses, and eliminating duplicates.

When purchasing a targeted mailing list, you have three options:

- Carrier-route lists contain every address in a neighborhood.
- Consumer lists target specific prospects.
- Business-to-business lists target companies by SIC, employee size, and gross sales.

#### Buying mailing lists

- 3¢/name for carrier-route lists (\$100 minimum)
- 5¢/name for consumer lists (\$150 minimum)
- 15¢/card for business-to-business lists (\$250 minimum)

### Graphic Design

We take your ideas and create a custom-designed full color 6" x 9" postcard that will be effective and meet all postal regulations. The cost of our design services is \$400. The cost of illustrations, if needed, is added to the standard fee.

## What to Expect

Mail marketing can generate new business, engage current customers, and promote your organization. However, it takes careful planning to make a campaign profitable. A rule-of-thumb: *If you can make a profit at a response rate of ½ of 1%, direct mail is worth trying.*

## Budgeting Worksheet

1. Who is the target audience? \_\_\_\_\_  
\_\_\_\_\_
2. What offer are you making? \_\_\_\_\_  
\_\_\_\_\_

### Project Costs:

Description	Unit Costs	Quantity	Total
Printing	X	=	
Postage	X	=	
Mailing	X	=	
Lists	X	=	
Graphic Design	X	=	
Estimated Cost of Project			

## Return on Investment

### Calculating Response:

$$\frac{\text{Quantity Mailed}}{\text{Response Rate \%}} \times \text{Response Rate \%} = \text{\# of Responses}$$

### Calculating Gross Profit:

$$\frac{\text{Average Transaction Value}}{\text{\# of Responses}} \times \text{\# of Responses} = \text{Gross Profit}$$

### Calculating Net Profit:

$$\text{Gross Profit} - \text{Cost of Project} = \text{Net Profit (Loss)}$$

**If you calculate a profit, let's get started!**  
MarketPlace-Solutions.com is ready when you are.

**Give us a call  
at 919-848-4332  
to get your  
direct mail campaign  
started!**

## About MarketPlace-Solutions.com

MarketPlace-Solutions.com's owner, Steven Rosenberg, has developed a reputation for providing successful mail marketing solutions backed by top-notch service.

Based in Raleigh, NC, we serve clients all over the country. Call us and we'll put our 25+ years of experience to work to save you time, effort and money.

**MarketPlace-Solutions.com**

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