



Direct Mail Guide



Guide to Direct Mail

1. Identify your goals.

Do this

SMART GOALS WORKSHEET

2. Determine your budget.

This will be based on the number of leads, the cost of the lead list, and the printing vendor. The cost of a lead list is \$50 per 1000 leads with our recommended vendor Mutual of Omaha. With our recommended vendor for direct mail, it is \$.73 per 1000 mailers which comes to \$730 + tax with Xpressdocs through Marketing Center.

Unless the direct mail order is going to your list of clients, you will want to ensure you are using a large enough size of a mailer: 1000-2000 mailers.

Pricing for direct mail with Xpressdocs:

		Print*	Print & Mail EDDM	Print & Mail Standard	Print & Mail First Class
Small Postcards	25 - 49	\$0.55	Not eligible for EDDM Mail.	Not eligible for Standard Mail.	\$0.92
4.25 x 5.5 in	50 - 99	\$0.40			\$0.84
4/4 (color both sides)	100 - 199	\$0.26			\$0.75
Premium Cover Stock	200 - 299	\$0.25			\$0.74
	300 - 499	\$0.24			\$0.72
	500 - 999	\$0.22			\$0.71
	1000 - 1999	\$0.21			\$0.70
	2000 - 4999	\$0.20			\$0.69
	5000+	\$0.19			\$0.67

3. Leads:

We recommend using **Mutual of Omaha** here is a walk-through of purchasing the leads as well as a step-by-step below:

Purchasing Leads:

- Select the zip code, city, or state
- Select t-65
- Change the quantity to the number of leads you are wanting to purchase (about \$50 per 1000 leads)
- The lead vendor will send you your list of leads via email.

Purchasing a Lead List Walkthrough

If you are using your client list, be sure to use the “shipping addresses” vs. “contact addresses” on your BoB download to ensure you are gathering mailing addresses for those that have PO boxes.

4. **Mailer Design:** select, create, and make customizations needed from Marketing Center. If you do not have a marketing center account please request a piece using this form [stack HERE](#) or go to your upline to request materials. Be sure to include a clear Call-to-action (CTA): what do you want to have prospects do upon seeing the mailer? Contact you, therefore be sure to include your contact info and QR code with your platform permission contact form.

If using Xpressdocs be sure to add your return address on the back of the postcard. If you have any questions on the printing guidelines and design please share the piece with mariah.mcafee@sparkadvisors.com and ask for assistance.

5. **Execution:**
Our print partner Xpressdocs is fully integrated with Marketing Center. Once you have finalized the mailer you will click order prints and navigate through the Xpressdocs checkout, upload your list, input your card info and the rest is done!

Here is a video walk-through:

[Ordering Direct Mail from Marketing Center](#)