

## **DIRECT MARKETING PROGRAM - READINESS ASSESSMENT**

### **1) Expectations**

- What is your goal?
- Who is your target audience?
- How do you reach your target audience?
- Direct mail, print advertising, online?
- How will you measure results?
- How much are you willing to invest?

### **2) Brand Issues**

- How will you position your brand?
- Will positioning be based on product type?
- Will positioning be based on service proposition?
- What is your differentiator?

### **3) Product Issues**

- Is your product suited for a direct marketing program?
- What product will you feature?  
Will it be a spec sample program?
- If a spec sample program, how will it be priced?
- Who will handle creative?

### **4) Process Issues**

- How will order fulfillment be handled?
- Can production handle the workflow?
- Will customer service/order entry handle paperwork flow?
- Who will create necessary forms/documents?
- If a spec sample program, what is the process for handling checks?

### **5) Distributor Issues**

- How will you position this program with distributors?
- How will you determine which distributors get leads?
- How will you monitor distributor success/feedback from leads?
- Who will handle distributor questions about the program?

## **DIRECT MARKETING PROGRAM - SCHEDULE**

### **Part One: Readiness Assessment**

- Rationale for direct marketing
- Outline and discussion of key questions on the following issues:
  - Expectations
  - Brand Issues
  - Product Issues
  - Process Issues
  - Distributor Issues
- Decision to proceed or not proceed

### **Part Two: Defining Outcomes & Methods**

- What are you willing to invest?
- Defining the target audience
- Determining the method
- Determining the schedule
- What do we do with the information when the program is finished?
- Defining success

### **Part Three: Resolving Brand and Product Issues**

- What is the offer?
- What is the value proposition?
- How do we handle creative?

### **Part Four: Defining Internal Processes**

- Product fulfillment
- Lead flow
- Answering distributor questions
- Required internal/external documents
- Monitoring results – the reporting mechanism