YOUR  
LOGO

**COMPANY NAME**

DIRECT-MAIL CAMPAIGN PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to manage your Direct-Mail Campaign. We specialize in creating targeted direct-mail strategies that engage prospects, drive responses, and generate measurable results.  
  
This proposal outlines our approach to delivering an effective direct-mail campaign for [Client Name].

# Project Objectives

The primary goals are:  
  
- Reach targeted audiences with personalized mail pieces  
- Increase brand visibility and direct responses  
- Support lead generation and customer acquisition goals  
- Track and analyze campaign performance for optimization

# Proposed Services

Our direct-mail campaign services include:  
  
- Audience segmentation and mailing list procurement  
- Creative development of mailers (design, copywriting)  
- Printing, fulfillment, and mailing logistics  
- Campaign tracking and response management  
- Performance reporting and analysis

# Scope of Work

Scope includes:  
  
- Initial consultation to define campaign goals and audience  
- Development of creative assets and mailer designs  
- Coordination of printing and mailing processes  
- Response tracking and campaign performance reporting

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Strategy | Define audience, goals, and campaign structure | [Start Date] |
| Creative Development | Design mailers and develop copy | [Date] |
| Production & Fulfillment | Coordinate printing and mailing logistics | [Date] |
| Tracking & Reporting | Monitor responses and analyze campaign performance | [Completion Date] |

# Pricing

Estimated cost breakdown for direct-mail campaign services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy & Audience Segmentation | Define campaign goals and procure mailing lists | [Amount] |
| Creative Development | Design mailers and write compelling copy | [Amount] |
| Printing & Fulfillment | Manage production and mailing logistics | [Amount] |
| Tracking & Reporting | Monitor campaign responses and analyze performance | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a results-driven marketing agency with expertise in direct-mail campaigns.  
  
- Experience: [X] years in direct-mail marketing and response optimization  
- Expertise: Targeted campaigns, design, print fulfillment, and tracking  
- Mission: To help businesses connect with their audience through impactful and measurable direct-mail strategies

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Direct-mail campaign for a regional retail brand  
- Outcome: Achieved a 15% response rate and increased foot traffic by 25%  
  
Testimonial:  
“[Your Company Name] executed a highly successful direct-mail campaign that exceeded our expectations in engagement and ROI.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes creative development, printing, mailing, and reporting.  
Client Responsibilities: Provide approval for designs and access to brand assets.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this direct-mail campaign proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_