

# Ten Steps

## For Improving Your Direct Marketing

- 1.** Look at your sales data by zip code for the most recent twelve months.
- 2.** Identify the replacement prospects in each zip code.
- 3.** Determine your market share by zip code.
- 4.** Compare your annual revenue per prospect, response rates, booking rates and closing rates with similar contractors.
- 5.** Focus your direct mail on replacement prospects in areas where your return on investment is highest for direct mail and other marketing.
- 6.** Build a mail plan for your budget based on your market share and historical data.
- 7.** Mail proven replacement and service offers to your best prospects every 6-8 weeks.
- 8.** Record and track phone calls from your direct mail programs.
- 9.** Compare your results with contractors like you mailing similar pieces, to similar prospects.
- 10.** Analyze results monthly and adjust as needed.

