



CAMPAIGN RUBRIC - Key elements needed for a successful direct mail campaign.

Click the links below for more information

Service

Seasonal Adjustments

	Tested BEST 4	Good 3	Average 2	Low 1	Common Mistakes with a Negative Impact	Additional	Max Score	Your Score	
Service Type	Daily Fulfillment (daily lead, mailed the same day with first class postage)	Delayed Fulfillment (daily lead but mailings not sent the same day by printer or staff)	Weekly Fulfillment (postcards delayed and may be delivered after competition)	Standard Mail (can take up to two weeks to be delivered)	-	-	4		
New Listing & Pending Leads	Two Mailings (new listings & pending)	New Listings Only (reach the majority of leads who need to hire)	Pending Leads Only (only 20% need to hire) Add 2 if in New York (due to NY closing process, postcards still reach majority before hire)	-	-	Add 2 (mail different postcard designs for new and pending leads)	6		
List Criteria <i>(min/max asking price, geo location)</i>	Targeted Criteria (prices & geo based on past customers)	General Criteria (wide range price & geo may include leads less likely to hire)	No Maximum Price (includes leads of more expensive homes that are slower to respond)	No Minimum Price (includes leads that are less likely to hire a full-service mover)	Minus 2 Over 50 Mile Radius (lead less likely to respond if mover too far away)	-	4		
Quantity Mailed <i>(based on your budget)</i>	Receive 90+% (leads available within criteria)	Receive 80+% (leads available within criteria)	Receive 70+% (leads available within criteria)	Receive 60+% (leads available within criteria)	You'll miss out on ideal leads if you only receive a small % of available in your criteria. Always fine tune your targeting.	-	4		
Consistency	Consistent Mailing (year round mailing)	Sporadic Mailing (service paused for staff vacations or waiting for postcard orders)	Seasonal Mailing (suspend service summer or winter)	Trial Mailing (4 or less weeks)	-	-	4		
Trials	Plan to mail 6-8 weeks for a trial. It takes time to fill a sales pipeline to receive consistent calls. Leads receive postcards right after listing and it can take a few weeks before they are ready to make a decision on a mover. Mailing for 4 weeks or less is too short a timeframe to judge success.							2	
Service Total							24		
Summer	If your summer calendar is filling up, instead of stopping service, consider the following: <ul style="list-style-type: none"> • Target the most expensive homes which tend to take longer to sell/respond but will fill your fall with high revenue jobs • New listings leads can take 2-8 weeks to respond, so suspend mailing to pending leads that need to move immediately 					Add 1	1		
Fall	As the fall market slows down there will be fewer leads. Adjust your criteria to receive the leads that are still available. <ul style="list-style-type: none"> • Increase your geo area and expand min/max prices, especially if you changed your criteria during summer months • Time on the market will increase so a second mailing at pending status is a good way to remain top-of-mind with homeowners 					Add 1	1		
Winter	The winter season is impacted by weather and the holidays. But don't stop mailing! Anyone selling during this time is very motivated. <ul style="list-style-type: none"> • Some winter leads will become jobs right away, but it is more likely that you are laying a good foundation for early spring • Mail to pending leads to capture homeowners that have finally sold their homes and are motivated to move right away • Review and expand your criteria to capture enough leads to meet your record limits 					Add 1	1		
Spring	The spring real estate market will have gradual growth. These leads are hoping to sell and move during late spring / early summer. <ul style="list-style-type: none"> • Mail to pending leads to capture leads that listed in the winter and have finally sold (important if you weren't mailing during winter) • Adjust your criteria to make sure that you are targeting the ideal leads and receiving a high % of leads available in criteria 					Add 1	1		
Seasonal Adjustments Total							4		

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Tested BEST
4

Good
3

Average
2

Low
1

Common Mistakes with a Negative Impact

Additional

Max Score

Your Score

Tracking Responses

[Phone Call](#)
(questions to ask)

"Where did you find our number today?"
With follow up:
"And what brought you to our website?"

"Where did you find our number today?"
No follow up question.

General Question
"How did you hear about us?"

Rely on Call Track #
(customers may use the website phone number and won't be tracked)

No Questions
or tracking of phone calls

-

4

Email

Unique Email
(just for postcards sent to specific staff member to respond)

-

General Email
(same email used on all marketing)

-

-

-

4

[Website Traffic](#)

Unique URL
(use Google Analytics to measure website traffic from postcard)

-

Regular URL
(unable to track traffic from postcard)

No Website
(direct mail will not work without a website)

Regularly Check Website
(an error message is guaranteed to lose a response)

-

4

Quote Request Form

Form on Unique URL
(automatic way to track source of lead)

Form on Website
(user can self report "postcard" on form)

Form on Website
(no way to self report "postcard" on form)

-

No Form on Website

-

4

[Postcard Design Rubric](#)

Postcard design is very important for response rates for campaigns. Important decisions are scored in the Design Rubric.

- A strong visual is a must for a good response. Instantly convey that the postcard is from a mover and they need your service
- Your CTA (call to action) and offer need to be something they can't resist - see design rubric for best responding offers
- Provide a trackable way to contact you like using website.com/offer which is both an enticement and tracking tool

Use 50% of Postcard Design Rubric score here

50

[Response Tracker](#)
(MovingLeads.com)

Record ALL Responses
(received by phone, email, and website)

Address Match Back
(enter addresses from appointments and booked jobs to match back to mailing list)

-

-

No Match Back
(could result in underreporting responses)

Add 4
Generate Reports
(help calculate response rate and ROI)

8

Tracking Responses Total

74

Enhanced Services

[Customer Referrals](#)

An annual spring mailing to past customers will win referrals from friends and family or their repeat business.

Add 2

2

[Customer Retention](#)

Monitor past customers and send a special postcard when they are planning a move again and win repeat business.

Add 2

2

[Agent Referrals](#)

Since 20% of leads rely an agent for a mover referral, build a referral campaign with Agent Outreach leads.

Add 2

2

[RE Company Partners](#)

If you have a partnership with a RE company, leads can be filtered by company and sent a unique or co-branded postcard.

Add 2

2

Enhanced Service Total

8

Total Score of Campaign

110