

Market\$Sharp Direct Mail Campaign Builder

Name of Campaign _____

Start Date of Campaign _____ Ending Date of Campaign (if applicable) _____

Campaign Goals (describe what you want to accomplish with this campaign – # of leads, # of sales, etc.):

The List (WHO is getting your mailer):

The Piece (describe WHAT you are going to mail, soft phone follow-up? canvass?):

The Offer (describe WHY they should respond – your special offer):

Summary of Campaign:

Cost for Campaign: \$ _____

Number of Leads Generated: _____

Cost per Lead: \$ _____

Number of Sales Generated: _____

Cost per Sale: \$ _____

Notes:
