

# Return to Print Production Checklist

Our nimble team is available to work with you to take a proactive approach in adjusting your pre-pandemic marketing plans to determine the best way to move forward.

## The Checklist:

During these unprecedented times, while some print marketing activity was on hold, certain elements of your campaign may have changed. Now is the time to revisit those elements so that you can make any necessary adjustments. Here are some aspects to consider:

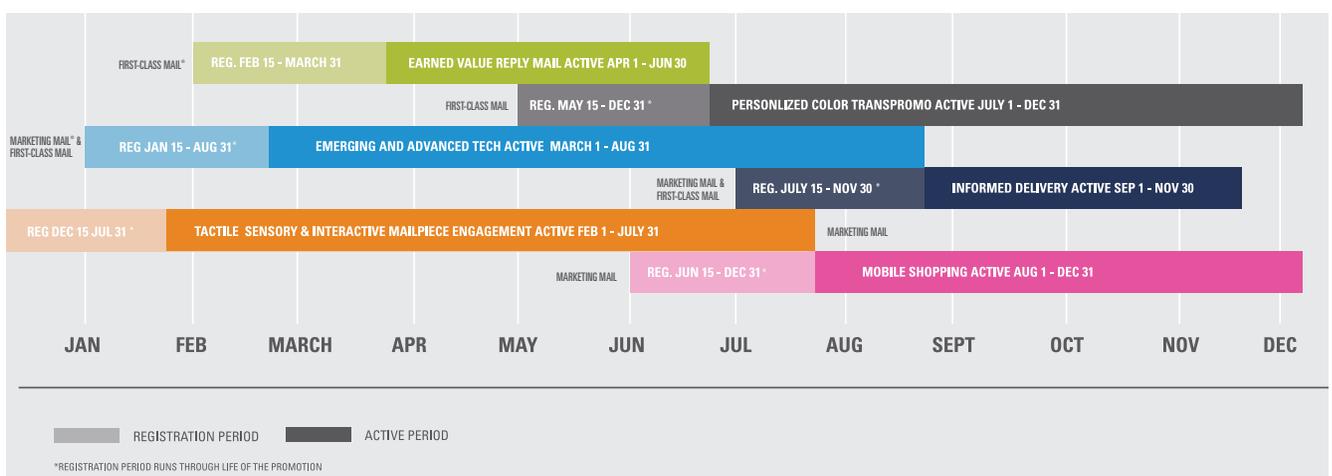
- **Paper:** SPC has worked with our paper suppliers to secure lower pricing for many commonly used papers, with standard lead times of two to four weeks. Ask about the timing for specific paper stocks.
- **Scheduling:** Inquire about scheduling for upcoming time-sensitive campaigns as we approach the time of year when more marketers are in mailboxes. Work with your SPC rep to back out from your desired in-home date to schedule accordingly.
- **Data Refresh:** Confirm everything is up to date in your data file and make changes if necessary. For example, National Change of Address reports from the USPS expire after 90 days, so they may need to be run again. Plus, now is a good time to review other criteria impacting your target audience data, since their job status, hobbies, and other aspects of their lives may have changed over the last few months.
- **Campaign Health Check:** If you paused any of your campaigns, it's important to review your message and tone as you begin to reconnect with your audience. Studies are showing the consumer mindset remains in a problem-solving mode triggered by COVID-19. So, as the pandemic eases its grip, appealing to emotions that reinforce gratitude, staying healthy, and looking forward is becoming more and more effective. It's good practice to comb through every element of your mailings (e.g., creative, offers, and formats) and make adjustments as needed.
- **Postal Discounts:** The USPS's range of time-sensitive postage discounts is active as always, including the Mobile Shopping and Informed Delivery active promos happening this summer. [Download this calendar](#) to stay informed about which discounts you can still take advantage of in 2020. Leveraging these opportunities can help make your upcoming campaigns more efficient.



## + POWER UP

Take advantage of innovative and cost-effective ways to improve your ROI. SPC is offering our customers limited time opportunities to test services within your new or existing direct marketing programs. **Find out more by calling your sales rep today!**

**For savings, complete your program by 9/15/2020.**



▶ **Reach out to your SPC Sales Rep today to discuss scheduling and what measures you should take to make sure your campaign is print-ready.**