

Direct Response Advertising Campaign Outline

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name/Your Company]

Subject: Exciting Offer Just for You!

1. Campaign Objective

Define the primary goal of the campaign, such as increasing sales, generating leads, or building brand awareness.

2. Target Audience

Describe the demographic and psychographic characteristics of the audience you aim to reach.

3. Key Message

Outline the main message you want to communicate to your audience, focusing on the benefits of your product/service.

4. Offer Details

Provide specifics about the promotion, including discounts, bonuses, or limited-time offers.

5. Call to Action

Clearly state what action you want the recipient to take, such as calling, clicking a link, or visiting a store.

6. Channels of Distribution

List the methods you will use to distribute the campaign, such as email, direct mail, or online advertising.

7. Timeline

Provide a timeline for the campaign phases, including planning, execution, and evaluation.

8. Budget

Outline the budget allocation for different aspects of the campaign, including creative development and media buying.

9. Measurement and Evaluation

Describe how you will measure the success of the campaign, including key performance indicators.

Thank you for your attention. We look forward to your feedback!

Sincerely,
[Your Name]
[Your Position]
[Your Company]