



Yellow Letters Complete
1-888-294-0780
www.YellowLettersComplete.com

Single Touch Campaign:

Pros	Cons
Great for testing a new area	We only send to your mailing list once
Response is manageable	You must set up a new campaign each time
Perfect for an introduction to direct mail marketing	

Ongoing Campaign:

Pros	Cons
Mails on autopilot	We only send to each mailing list once
No need to set up multiple campaigns	
Helps you predict response and plan your budget	
You can pause your campaign if you do not want to mail at a certain time	

Multi-Touch Campaign:

Pros	Cons
Consistently mails to your list more than once to maximize the response rate	Once the campaign is done, you must set up a new campaign
Establishes trust and credibility	The campaign must be paid at one time
You get a discount for bundling your mail pieces	
You save time by setting up all of your touches at one time	

Ongoing Multi-Touch Campaign:

Pros	Cons
Consistently mails to your list more than once to maximize the response rate	Each batch must be paid at one time
Establishes trust and credibility	
You get a discount for bundling your mail pieces	
Mails on autopilot	
Easy to manage, no need to set up multiple campaigns	
Helps you plan your budget	
You can pause your campaign if you do not want to mail at a certain time	