In this folder you’ll find the materials, images and templates, for you to use to for your VoIP Direct Mail Campaign.

Update these materials to reflect your company’s information by replacing the example Directive branding or TAGS. Once you’ve customized the pieces, establish a timeline, schedule the needed tasks (like adding items to your website, sending materials, posting to social media, etc.) and start your campaign!

**Quick Reference: Material Titles**

**Deliverable:** 9 Business Telephone Features You Never Knew You Always Wanted  
**Deliverable:** Selecting the VoIP Solution That Fits You Best

It’s important to review all pieces. **The steps below will outline what needs to be updated.**

**Facebook Ad Campaign Pieces**

**A. [Brochure] VoIP the Future of Communication and Collaboration Now**

1. Update the Accent 1 color by going to Page Design, Create New Color Scheme

2. In the Master Sheets A and C update the [PHONE], [SALESEMAIL] and [URL]

3. Page 1 update [LOGO], [URL], [ADDRESS] [PHONE], [EMAIL]and [YOUR SLOGAN]

**B. [Deliverable] 9 Business Telephone Features You Never Knew You Always Wanted**1. Update the Accent 1 color by going to Page Design, Create New Color Scheme

2. Page 1 update [LOGO]

3. Page 6 update [URL], [PHONE], [SALESEMAIL] and [LOGO]

**C. [Landing and Success Page] Deliverable 9 Business Telephone Features You Never Knew You Always Wanted**This piece is the suggested copy to use for your landing page with a simple form to complete to get access to the **Deliverable:** 9 Business Telephone Features You Never Knew You Always Wanted.

1. Update [COMPANYNAME]

2. Update the [Get My Free Guide Now] and [DOWNLOAD] button copy, as needed

2. Update [PHONENUMBER]

3. Link to social media and/or blogs

**D. [Direct Mail Letter] Deliverable 9 Business Telephone Features You Never Knew You Always Wanted**This piece is configured to use the Mail Merge function in word to update the <<Address Block>> and <<Greeting Line>>.  
1. Update header and footer color, or transfer to your letterhead.

2. Update [URL], [NAME], [TITLE], [SIGNATURE], [EMAIL] and [PHONENUMBER]

**E. [Oversized Postcard] Deliverable 9 Business Telephone Features You Never Knew You Always Wanted**This piece is configured to use the Mail Merge function in Publisher to update the <<Address Block>>

1. Update the font color and [LOGO]

2. Update the [URL]

3. Update the QR Code

3. Update [LOGO], [ADDRESS], [CITY], [STATE], [ZIP] and [PHONENUMBER]

**F. [Email] Reduce your expenses! Start saving with VoIP.**

This piece can be used both to drive readers to your VoIP service page or the landing page to download the **Deliverable:** 9 Business Telephone Features You Never Knew You Always Wanted1. Update [URL], [NAME], [TITLE], [PHONENUMBER] and [EMAIL]

**G. [Call to Action Ad] Deliverable 9 Business Telephone Features You Never Knew You Always Wanted**

Use this ad on your homepage (or other areas) to encourage your website browsers to the landing page to request the download**.**1. Update Download button color

**H. [Social Media] Posts**1. Update [URL]

**After running the campaign.**

Be sure to review your campaign. Make Improvements. Run the campaign again!