



DOWNLOADABLE GUIDE

# MEMBERSHIPS & SERVICES

AN OUTLINE FOR PRO & PREMIER MEMBERS

## CONNECT WITH US



518.435.9300



[www.themailworks.com](http://www.themailworks.com)



[hello@themailworks.com](mailto:hello@themailworks.com)



# DIRECT MAIL SUPPORT TAILORED TO YOUR **CAMPAIGN GOALS!**

Choosing the right membership and services sets the foundation for a smooth and successful direct mail experience. At The Mailworks, our Pro and Premier memberships are designed to meet you where you are—whether you need a reliable software to execute your direct mail campaigns or a fully managed, strategic partnership.

With Pro, you can enhance your marketing with à la carte services and maintain control through our self-service portal. With Premier, you gain access to a full team dedicated to your success—handling every detail from initial concept to mailbox delivery.

**This guide outlines the tools, perks, and hands-on support available at each level to help you choose the membership that aligns best with your business goals.**

## YOU'VE GOT 2 WAYS TO WORK WITH US:



### PRO MEMBERSHIP

STARTING AT

**\$149**

PER MONTH OR ANNUAL PLANS

Self-serve flexibility for teams who want complete control and speed — with professional tools at your fingertips.

#### IDEAL FOR:

Speed, flexibility & control



### PREMIER MEMBERSHIP

STARTING AT

**\$749**

PER MONTH WITH ANNUAL PLAN

White-glove service for teams who want expert strategy, and a team that handles every detail from start to finish.

#### IDEAL FOR:

A strategic partnership



# PRO MEMBERSHIP

Designed for organizations with in-house marketing expertise, our Pro Membership is a powerful, self-service option built for speed, flexibility, and control. You get full access to our Portal platform — no onboarding fees, no long-term contracts, just professional-grade tools at your fingertips. Ideal for teams that are ready to run with direct mail on their own and want the autonomy to manage campaigns without needing strategic guidance.

**What to Expect:** You're in the driver's seat. After a quick onboarding session, you'll manage your campaigns independently using our full suite of tools and have access to à la carte support services. It's everything you need to run direct mail in-house, without paying for what you don't.



## PRICE:

**Starting at \$149/month\***

\*month-to-month payment plans available



## SUPPORT LEVEL:

Self-serve with à la carte services



## IDEAL FOR:

Speed, flexibility & control



## ONBOARDING:

Technical onboarding only

## INCLUDED FEATURES:

- ✓ Full Portal Access
- ✓ Data Tools & Design Templates
- ✓ Technical Onboarding Session
- ✓ 3 Campaign Support Services
- ✓ Direct Mail Academy access
- ✓ Chat and Help Desk Support

## À LA CARTE SERVICES:

- \$75 Data Cleansing:** Our data technicians assist with formatting, list merging & more.
- \$95 Design Templating:** We'll program your provided design into The Mailworks Portal for repeat use.
- \$175 Target Market Analysis:** We'll identify your ideal customers & build a mailing list.

## NEED MORE SUPPORT? GO PREMIER!

As a Premier member, you can gain access to full-service strategy, hands-on campaign management, and a dedicated team that handles every detail. From creative development to final delivery, we take care of it all.





# PREMIER MEMBERSHIP



The Premier Tier is our full-service membership for organizations that want to do direct mail the smart way — with strategic insight, expert execution, and a dedicated team managing every detail. From planning and design to production and optimization, we handle it all so you can focus on results. Ideal for brands looking for more than a vendor — they want a partner who leads the way and delivers at every step.

**What to Expect:** Premier clients have full platform access but don't have to live in the software. Your Account Manager oversees every detail — you simply log in to approve proofs and manage billing. We handle the rest. This is direct mail made easy, effective, and entirely done for you.



**PRICE:**  
Starting at \$749/month



**SUPPORT LEVEL:**  
Full-service, white-glove support



**IDEAL FOR:**  
A strategic partnership



**ONBOARDING:**  
Full onboarding strategy & team\*  
\*one-time onboarding fee of \$4,000 for new members

## INCLUDED FEATURES:

- ✓ Assigned Account Manager
- ✓ Full onboarding team & launch plan
- ✓ Ongoing strategy sessions
- ✓ Campaign performance reviews
- ✓ Full order placement
- ✓ Direct Mail Academy access

## INCLUDED SERVICES:

- ✓ Data Cleansing
- ✓ Design Templating
- ✓ Target Market Analysis
- ✓ Campaign Planning
- ✓ Design Editing
- ✓ Creative Review & Re-design

## AS A PREMIER MEMBER, YOU GET IT ALL.

Receive full access to our complete suite of services and support with a dedicated team backing you at every step. The only exception is **custom design work**, which is available for **\$250 per project**.





# AT-A-GLANCE PRICING & SUPPORT SUMMARY



## PRO MEMBERSHIP

STARTING AT

# \$149

PER MONTH OR ANNUAL PLANS

Self-serve flexibility for teams who want complete control and speed — with professional tools at your fingertips.

- ✓ Full Portal Access
- ✓ Data Tools & Design Templates
- ✓ Technical Onboarding Session
- ✓ Chat and Help Desk Support
- ✓ 3 Campaign Support Services
  - \$75 Data Cleansing
  - \$95 Design Templating
  - \$175 Target Market Analysis



## PREMIER MEMBERSHIP

STARTING AT

# \$749

PER MONTH WITH ANNUAL PLAN

White-glove service for teams who want expert strategy, and a team that handles every detail from start to finish.

- ✓ Full Portal Access
- ✓ Assigned Account Manager
- ✓ Full Onboarding Team
- ✓ Branded Launch Plan
- ✓ Strategy & Performance Sessions
- ✓ Full Order Placement
- ✓ All Campaign Support Services
- ✓ Custom Design For \$250

## MEMBERS GET FREE ACCESS TO THE DIRECT MAIL ACADEMY!

Learn the tips, tricks, and proven strategies to launch campaigns that get results. Join today and start leveling up your mail game.





# DIRECT MAIL TAILORED TO YOU!

**Flexible services designed to fit your goals, budget, and workflow.**

At The Mailworks, our direct mail solutions scale with your membership. From hands-on tools to full-service support, you'll get access to strategy, design, data, and production options that meet you where you are. No matter your level, every campaign benefits from fast, accurate in-house mailing at the best postal rates.



## **Campaign Consultation**

Complete direct mail strategy, from budgeting and targeting to messaging, design, and format.



## **Creative Development**

Our in-house team can design and write dynamic mail that screams "open me now!"



## **Market Analysis**

We'll build a laser-targeted list to help you reach the right people with the right message.



## **Design Services**

We'll create on-brand, strategy-aligned campaign visuals, plus social assets, banners, and more to match.



## **Data Cleansing**

Get your mailing list campaign ready with formatting, list merging, and more.



## **Production & Mailing**

Our in-house process gets mail out quickly, accurately, and at the best postal rates with no handoffs, no delays.

THESE SERVICES ARE RESERVED FOR THE MAILWORKS MEMBERS.

**READY TO JOIN? LET'S SCHEDULE A CALL!**

