

A GUIDE TO TARGETING YOUR AUDIENCE



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Contents

- 1 Introduction to the power of door drop marketing**
- 2 What is door drop marketing?**
- 3 How can a door drop campaign help my business?**
- 4 The unique benefits of door drop marketing**
- 5 Some things to consider when planning a door drop campaign**
- 6 Tips to making your leaflet worth reading**
- 7 Why choose us?**

Introduction to the power of door drop marketing

At The Design Print Distribution Group we are committed to providing you with marketing that ultimately helps you to grow your business...

In a world where marketing has never been more complex, a different approach and vision is called for.

Consumers today are being bombarded every day by hundreds of marketing messages, it's a very crowded space, as a result they can often tune out, meaning you have to work harder to get attention.

The average consumers trust in advertising is in decline, almost a quarter of people have already opted out of receiving some form of marketing.

The challenge for today's businesses is how do you find new customers, get their attention and convert this into sales?

By adding a physical channel as part of your overall range of marketing activity you can rise to that challenge and give a unique marketing experience with customers in their own home.

We've produced this guide for you to help you understand the value of door drop campaigns and how they can work exceptionally well as part of your combined marketing strategy.

"Door drops have a role to play in all of the millions of customer journeys that are out there"

**David Beale, Global Chief Data Officer,
MediaCom Response**

What is door drop marketing?

Quite simply, a door drop is your marketing material, delivered through the letterbox and into consumers homes.

It is a targeted and cost effective way of communicating a marketing message using professionally designed leaflets, flyers, brochures, menus etc, without the need to use personal data.

Using this method gets your message or promotion directly into the hands and homes and your next potential customer.

We highly recommend using door drops as part of an overall strategy, combined with other methods, a door drop campaign provides great results.



A 1-2-1 MOMENT WITH YOUR POTENTIAL NEXT CUSTOMER

Door drops are an almost unique channel, they give you an opportunity to get your message into the recipients hands and in their own home, an ideal scenario in the attempt to gain trust and ultimately new business.

80% of the UK's top advertisers include door drops as part of their overall marketing activities and strategies.

A campaign with us will help you to get your message through, we can specifically target on locations and demographics, tailored to your target audience.

Our industry unique service levels ensure you get maximum value from a campaign with us.



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How can a door drop campaign help your business?

Regular and targeted door drop campaigns, particularly when working alongside other methods, can help any business type to grow.

Our range of clients are vast, all linked by the common theme with the aim of consistently gaining new business.

Local Trades, National Restaurant chains, Charities, Leisure Centre's, Estate Agents, Political Parties, Tourist Attractions and many more all use door drops successfully as part of their marketing strategies.

If your business is targeting new customers in the B2C domain then a door drop campaign will almost certainly complement your existing marketing.

BOOST SALES:

- Door drops can help bring in immediate enquiries
- Drip feeding of enquiries over long periods of time
- Builds a pipeline of sales
- Increases trust in your brand/business
- Enhances your credibility

BUILD BRAND AWARENESS:

- Printed material has a greater recall than social media ads
- Compliments other marketing
- Door drops kept in home for average of 5.4 days
- Shared with average of 2.8 people

People are 70% more likely to remember businesses seen in print compared to online*



TYPICAL USES OF DOOR DROPS:

Door drop campaigns can make a significant impact for any of the following:

Advertising products or services

Trialling of a new product or service

Drive customers to your website

Drive customers to physical store

Promotion of a local event

Highlight seasonal sales offers & specific promotions

Building a cost effective brand awareness

Public information messages

Acquiring new customers



The unique benefits of door drop marketing

• A UNIQUE CHANNEL IN CONGESTED SPACE

The average consumer is exposed to many different forms of marketing every single day, email, social media, pop ups, TV, Radio etc etc. Door Drops cut through the noise of all of these and put your message directly into the hands of the house holder.

• UNRIVALED VALUE FOR MONEY

A campaign will target areas and demographics of your choice, our minimum orders are for just 5000 homes (no maximum). For a modest marketing spend your potential for ROI is high.

• TARGETED TO YOU

Specific postcode sectors, a particular demographic or a radius of your premises are some options on how we can target. We work around your requirements. The targeting even extends to the item itself, you could produce different material/messages to different locations or specific redemption codes.

• PHYSICAL AND GRAPHIC NATURE BOOSTS ENGAGEMENT

73% of people who receive a door drop item state that they either open, read or set aside the item, they are also revisited for an average of three times, plus shared with an average of 2.8 people, all of which mean you create more engagements for no further cost.

• DOOR DROPS AS PART OF AN OVERALL ONGOING MARKETING STRATEGY

Research states that campaigns that include door drops as part of the campaign perform better than those without. They are an essential part of the overall strategy and provide a unique aspect. Like all forms of advertising and marketing, the overall key to success is a wide range of activities. Success will not happen without engaging in a concerted campaign taking in different aspects, each of which support the other. Research also proves that on average a prospective buyer will need to see the business they are buying from or product they are buying 7 times, making door drops a key factor in building that trust and visibility.



Some things to consider when planning a door drop campaign

• Who are you trying to target?

Consider who you are trying to target, build a profile of the people that either would like to buy your product or whom you would like as your customers and then aim to speak to them directly. Don't fall into the trap of trying to speak to everyone, you need to be specific, if you try and speak to 'everyone' you will end up speaking to no-one.

Does your product/service solve a problem for people?, if so create the message around that, let people know how you help them specifically.

• What is your overall marketing strategy?

Leaflet campaigns work well and are very effective, but... you need an overall marketing strategy.

A leaflet campaign is a method or a tactic, it's not an overall strategy. Think long term with this, what are you trying to achieve? How will you reach people consistently, it takes an average of 7 touch points for a potential customer to be prepared to give you business, what other methods are you using to support your overall aims?

Consider lots of other methods to support each of the others, online, offline, sales calls, text messages all help you to stay in the mind of your prospect.

• Where does the person you are trying to target live?

We can target specific areas for your campaign to maximise efficiency but it helps if you know what type of person you are looking for. How old are they, what is their occupation, what is their level of affluence? Etc...

• Know your numbers and profit points

The process of marketing is acquiring customers for the lowest cost possible. What is the profit you make on each sale? How many new customers will you need to make a return on your investment?

Knowing all of the numbers in your sales process will help you massively in reviewing the effectiveness of any marketing activity. For example, if you spend £600 on a small leaflet campaign and you gain 10 new customers from it, how much is an average customer worth to you?

How many times on average does a customer buy from you each year? How many years do they on average remain a customer? What is the profit margin on each sale?, all of these things help you to determine the value.

Remember the point above that marketing is really just you, buying new customers, if you can buy 10 customers for a total of £600 and each one of those is worth £1000's to you over their customer life cycle then you are effectively turning on a money tap when you have an effective marketing system and strategy.

• Why will they call you?

Ask yourself when putting a campaign together why someone is going to call you? What reason are you giving them? Think about a 'call to action' such as a time specific special offer, again remember to focus on the problem or pain your business solves for the recipient, talk about what you do for them rather than talking about yourself.



Tips to making your leaflet worth reading

When creating a leaflet design, you need to decide what purpose you want your leaflet to serve. For example, do you want to promote an offer, guide your audience to your online website, advertise a new shop opening, recruitment more staff? This step is important as it helps determine how you want to layout your leaflet. On this page, we've put together a list to consider when you're designing your next leaflet:



1 - Write a strong & engaging headline. This is one of the most important tips in grabbing your audience attention, as this will be your main message of the leaflet. Go straight to the point and make it big and bold!

2 - Add enticing offers: People love discounts, and you'll probably be surprised at how many people are willing to buy something when they find it at half price. Flyer templates with coupons or discounts are incredibly popular because they're easy to use, customisable and make customers feel like they're getting a great deal.

3 - Don't waste the back page: We encourage all clients to use the back page, for additional information about your company or extra photos of your products, testimonials from other clients or maybe a map of where you are based.

4 - Focus on benefits not features: People will be more interested in what you can do for them instead what you have to offer. For example: Keep content short sharp statement, bullets points, bold headings.

5 - Tell your audience what to do next: A strong "call to action" is important, you need to tell your audience what to do next aka. visit a website, give you a call, book an appointment etc..

6 - QR codes: This is a great way of combing your online marketing to your offline marketing and guide your audience to a certain product or service.

7 - Eye catching imagery: "a picture can tells a thousand words". Studies show that information displayed in images is digested faster by the reader. So, including images and logos in your leaflet design is important, as it helps break up any text you may have. Also, make sure the images are relevant to what is being said, or the brand image you want to portray.

8 - Follow brand guidelines: Brand guidelines are the set of rules that define the overall look and feel of your brand. They help you build a brand identity that your audience can recognize across all platforms. A comprehensive brand style guide outlines everything from your typography and color palette to your tone of voice and mission statement.

9 - Consider adding testimonials, accreditations or partnerships: This is a great way of providing confidence in your goods and services, improving competitiveness and enabling an easier track for regulatory compliance.



Flyers with a discount code are **50% more likely** to be kept for at least a week*

10 - Choose the correct size. Leaflets come in a variety of sizes. Here we have listed the most common sizes and their effectiveness:

- A7 - promote on offer or an additional promotion when a customer purchases something instore or online. Best for short messages and to the point.
- A6 - postcard size, perfect size for door-to-door leaflet delivery, small light, great way to drive additional sales.
- A5 - this is the most popular size with door-to-door leaflet drops, provides you with more space to explain your message, most cost effective to promote products, services, events or special offers.
- A4 - Standard paper size, after this, it is close to poster size. The effectiveness of the leaflet will start to disappear.
- DL size: envelope size, great choice for direct mail. Perfect to fit in a pocket, perfect at tradeshows and exhibitions.
- Square: great to stand out more to normal post, good for direct mail.



11 - Be creative! A leaflet doesn't have to stick to a boring rectangle or square. We've worked with a dumbbell shaped leaflet for a gym! This is a great way of grabbing your audiences attention and wanting to read on.

12 - Proofread! Proofread!
Proofread! This is the most important step and can't emphasise this enough, because there is nothing worst than finding a spelling mistake after the artwork has been sent to print or worse been delivered. It will cost you more money to fix the mistake so never skip this step.

✗ What not to do:



Here are our key takeaways:

Business leaflets are the first impression your customers have of your company when in lands through their door. An effective leaflet has a harmonious combination of clear messaging, striking design and flawless finish. To avoid using language or design elements that are too dull or over the top, think about what you would prefer as a reader. Put yourself in your prospective customers' shoes. What would you consider an interesting offer? What would impress you to see in a business flyer? Then you'll be able to create flyers that are both practical and memorable.

Get in touch with our in-house designers who can help in creating an engaging leaflet or to discuss on how we can help improve your current leaflet artwork.

Reasons to work with us

1 WE HANDLE IT ALL

As our name suggests, if you need us to, we can Design, Print and handle the Distribution, we're here to help your campaigns work for you.

2 SERVICE LEVELS

Unlike almost all of our competitors including Royal Mail, Whistl and most local companies, we do not deliver your item with any more than 1 other leaflet. All of the above will distribute your item with up to 5 other items, making it almost impossible for your item to get noticed. We don't believe this is either worthwhile or fair. We want your leaflet noticed and acted on, giving you results and us repeat business. All campaigns are GPS tracked as standard, we also provide video tracking on selected campaigns too.



80% of the UK's top advertisers include door drop as part of their marketing activities*

3 ONE STOP FOR DOOR DROP PLANNING AND EXECUTION

We will work around you and aim to help in everything we do. We have in-house Graphic Designers who can put your material together if needed or can just be on the end of the phone or an email if you just need some advice. Likewise with the print aspect, we can handle all print requirements for you with the aim of saving both money and time for you. We then distribute and carry out the campaign, all to your specifications and with the ultimate aim of gaining you new business. We are always here for you!

4 TERRITORY

If you are looking to expand your business outside your city zone, we have franchisees based around the UK which would be happy to make your leaflet campaigns spread further.

90% of campaigns that include door drops saw an increase in new customers, compared to 59% of those without



OUR GUARANTEE TO YOU

- Guaranteed tracking report
- Guaranteed to answer your email in max of 1 working day
- Guaranteed to answer your call or return ASAP if not available
- Guaranteed that we'll try to help your business in any way we can
- We guarantee to keep your data safe & confidential

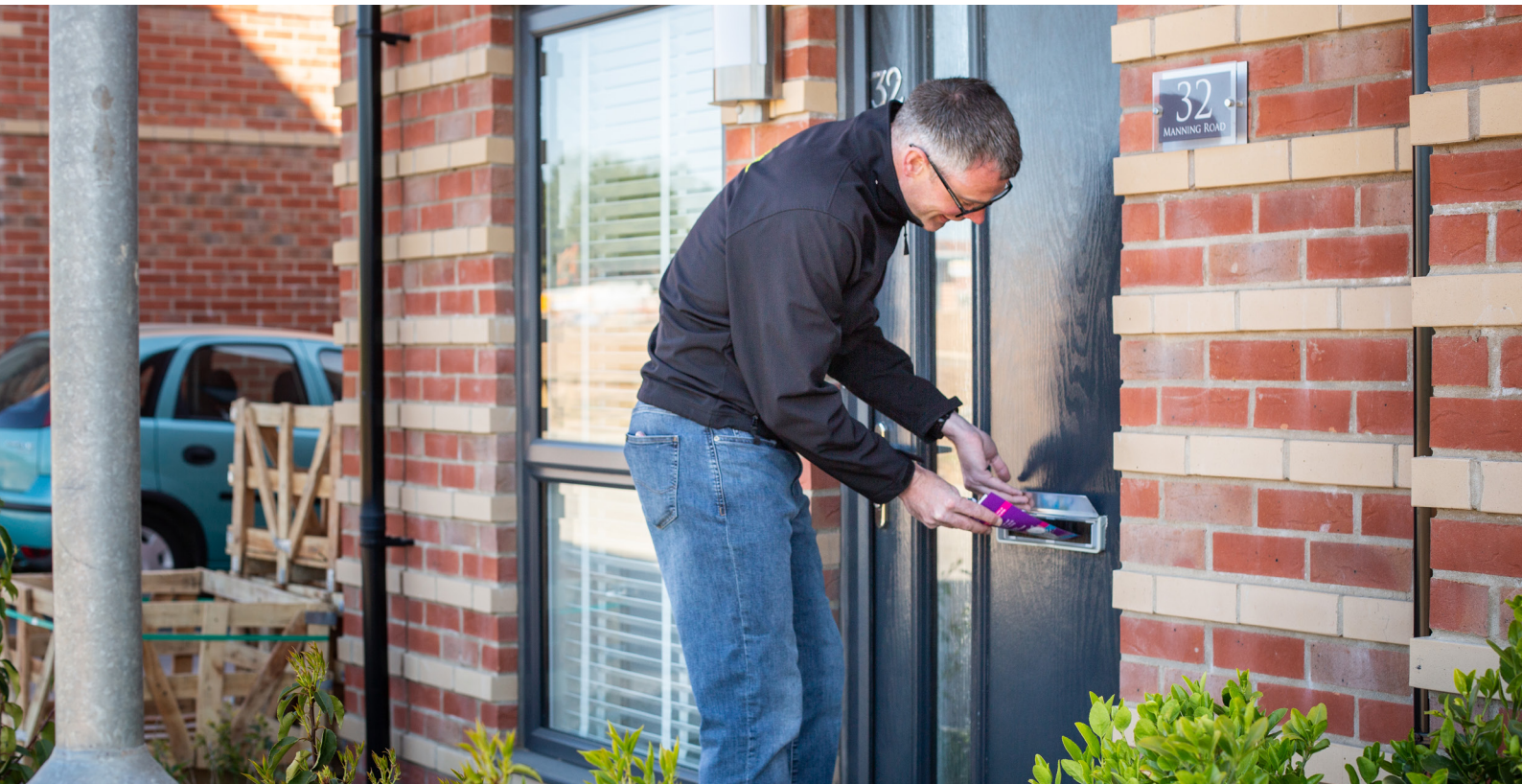



*These figures come from research done by the (DMA)

What's next?

GET IN TOUCH

We would be delighted to discuss any requirements you have either now or in the future.



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