

# DOOR DROP MARKETING

**A guide to targetting your audience**



**The  
Design Print Distribution  
Group**

**We exist to help get you new business!**

# 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.



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Fantastic service. Collected my leaflets from my door and emailed me an update and a visual route drop once the leaflets had been delivered. It generated lots of enquiries. Just booked again for my next leaflet distribution.

Jacqui Knowles, KUMON

Great service from the start. We also got a great response from the leaflet drop. Thanks to the GPS tracking that they provide we could see exactly which leads came from the leaflets so we were able to easily demonstrate cost effectiveness.

Shaun Duncan, International House

DPDG always achieve great results for us. Recently their results have been so good that we have had to temporarily hold off leafleting for a week, so we can catch up with the vast volume of sales coming in generated through leafleting.

Sarah Comber, Bens Gutters



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# 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 targetted 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 hand 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 be targetted 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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**80% of the UK's top advertisers include door drops as part of their marketing activities**



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



**Door drops are fully GDPR compliant as they do not use personal data.**



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# HOW CAN A DOOR DROP CAMPAIGN HELP YOUR BUSINESS?

Regular and targetted 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 of 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 targetting 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

## BUILDS 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



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## TYPICAL USES OF DOOR DROPS:

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

- Advertising products or services
- Trialing 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 and specific promotions
- Building cost effective brand awareness over a period of time
- Public information messages
- Acquiring new customers

80%

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

90%

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

**"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**



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# THE UNIQUE BENEFITS OF DOOR DROP MARKETING

## A UNIQUE CHANNEL IN A 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 householder.

## 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.

## 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 just £275 you could start getting noticed now, if you have a larger budget you could reach 100'000 homeowners for just £5500.

## TARGETTED 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.



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A SOLUTION TO SUIT ALL BUDGETS

**£550<sup>+VAT</sup>**

You could reach 10'000 households

**£2200<sup>+VAT</sup>**

You could reach 40'000 households

**£5500<sup>+VAT</sup>**

You could reach 100'000 households



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## **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.

**2.8**

**The average number of times a door drop item is interacted with**

**5.4**

**The average number of days a door drop item remains in the recipients home**



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# WHY CHOOSE US?

## WE CAN 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.**

## SERVICE LEVELS

**Solus Delivery of MAX of 1 other, GPS and Video Tracked.**

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 upto 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 item 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.

## 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!



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# WHAT NEXT?

**Get in touch.**

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

**0333 202 6989**

**[www.designprintdistributiongroup.co.uk](http://www.designprintdistributiongroup.co.uk)**

**[info@designprintdistributiongroup.co.uk](mailto:info@designprintdistributiongroup.co.uk)**



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