



ALLDAYMEDIA

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**YOUR ESSENTIAL GUIDE TO  
SUCCESSFUL  
DOOR TO DOOR MARKETING**

# YOUR ESSENTIAL GUIDE TO SUCCESSFUL DOOR TO DOOR MARKETING

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## About Allday Media

ALLDAY MEDIA are experienced professionals in helping a wide range of clients to get the maximum return from their leaflet distribution.

We're committed to excellence and right now we want to share our marketing knowledge with you to help ensure you get the best return on your investment.

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

**0800 327 7601**

# 72%

of people keep, pass on, read or glance at leaflets that come through their door\*

## Introduction

Over 80% of the UK's top advertisers use leaflet distribution as part of their marketing.

This is because they know that their marketing material falls into the hands of the desired reader – their future customers. Advertising for most of us is about achieving maximum coverage for minimum outlay and that is exactly what you get from leaflet distribution.

If you want to get your message right in front of your potential customers you would struggle to find a better method.



- Every day to build general awareness
- To promote regular/seasonal offers
- To launch a new business
- To launch new products or services
- To promote a new menu
- To announce special events
- To boost traffic at quiet times

## When could you use Door Drop Marketing?

We deliver a wide range of leaflets through the door, which keeps the householder interested. It can be used by almost any type of business that wants to reach the public and grow its customer base.

Consistency is the key. Leaflets delivered throughout the year generate a constant flow of enquirers. Here are some examples of when you could use Door Drop Marketing...



# The Design Of Your Leaflet – Ensure It Gets Read!

Do you know how long the average person will spend looking at your leaflet?

## **Initially about 3 seconds!**

If the reader is hooked after 3 seconds, they will read for about 8 seconds more and then if they are really interested they will read for as long as it takes to satisfy their interest. By spending more time thinking about the content, your leaflet can really get their attention and imagination and ensure your business receives a constant stream of new customers.



## Tips on the leaflet design

- **Eye Catching - hook them on the opening line**
- **Try to avoid putting your name at the top of the leaflet, people want an offer, not your name. For example, nobody wants to buy 'XYZ Pizzas' but they will want 'Buy One Get One Free'**
- **Make the main messages big and bold, keep the wording direct and don't use jargon**
- **Use vouchers and promotions, but make sure they are worth having**
- **Use the same colours, fonts etc that you use for your shop front and letterheads etc, so when they drive past they immediately recognise you**



## Making Offers Work

An exclusive offer or discount on a leaflet will really add to the impact of the message.

Research has shown that four times more vouchers are redeemed from leaflet distribution than advertising in trade publications and local press.

A discount voucher should be seen as a method or to get new customers into your business who become satisfied clients and go on to tell their friends.

## Testing & Measuring Response

Your message is going to be viewed by 72% of people. Its essential we find a comprehensive message that makes them want to buy from you.

The flexibility of leaflet distribution makes it possible to scale your campaign according to your needs. You can test your leaflet by delivering to a small number of homes and then fine tune it, until it gives you the response you want.

## How Often Should You Run Leaflet Campaigns?

It has being statistically proven that an individual needs to see an advert several times before they make the decision to purchase. Most clients see good results from their first campaign, but running that same campaign in the same area will produce consistently good results, improving as time goes on.

### 6 Steps to Leafleting Success

1. **Plan your Leafleting: decide what you want to achieve and work out an advertising budget**
2. **Design a leaflet that sells: lead with an offer**
3. **Choose the most suitable geographical areas to distribute to**
4. **Use Allday Media to deliver your leaflets**
5. **Ask all your callers how they heard about you and carefully quantify the results of your campaign to monitor its success**
6. **Refine your leaflet accordingly and do it again!**



Leafleting is by far the easiest and cheapest way to promote your business and generate a constant flow of new customers.

**No other marketing method can give you the intense saturation that leafleting can.**