

**leafletdrop.co.uk**

target | print | distribute

# A guide to leaflet distribution and advertising

# Contents

|   |                    |
|---|--------------------|
| <a href="#">Introduction</a>  | <a href="#">3</a>  |
| <a href="#">Why use leaflet distribution and leaflet advertising</a>          | <a href="#">4</a>  |
| <a href="#">When and who should be using leaflet drop advertising</a>         | <a href="#">6</a>  |
| <a href="#">How frequently should you run leaflet campaigns</a>               | <a href="#">8</a>  |
| <a href="#">Making offers compelling and effective</a>                        | <a href="#">10</a> |
| <a href="#">Finding the best target audience for your leaflet advertising</a> | <a href="#">12</a> |
| <a href="#">Making leaflet distribution campaigns count</a>                   | <a href="#">15</a> |
| <a href="#">Measure how well your leaflet distribution works</a>              | <a href="#">17</a> |

**Click the home button to return to the contents page**



# Introduction

Whether you are a leaflet distribution novice or veteran, Leafletdrop's Essential Guide to Leaflet Distribution aims to provide useful tips from one of the UK's leading leaflet distribution companies.

If at any stage you need to tap into our extensive leaflet advertising industry experience, please contact our team on [01628 816611](tel:01628816611).

Our leaflet advertising guide is broken down into easily digestible sections and covers the fundamentals in helping you get a good return on investment and most importantly leads and sales.

As you read this guide to leaflet marketing, it will become apparent that all elements are intertwined and there are critical dependencies – no point for example in designing the most elaborate and compelling leaflet if you are targeting the wrong audience.





## Why use leaflet distribution and leaflet advertising

Leaflet distribution and advertising continues to be one of the most effective advertising tools in the marketer's arsenal and provides a cost-effective means to get your product or company in front of the 27.1 million households in the UK.

Our experience and that of our client's is supported by JICMAIL, an independent industry-led group who provide supporting evidence and clear insights in their [Annual Report](#).





## Why use leaflet distribution and leaflet advertising

### Key findings from this report show that:-

- Most households receive 1.3 items of addressed mail daily
- On average, households get one door drop item for each addressed mail item. Households naturally vary in occupants, incomes and interests but typically younger households that fall within the C2DE receive a lower volume of leaflet drops
- ABC1 households with children will get more addressed mail and in turn more leaflet drops (read more about [leaflet targeting](#))
- Addressed mail has a 65% open rate – a score that far exceeds digital communications
- Once a leaflet advertising brochure reaches the typical household, it is read by 1.2 people and is read or revisited 4.2 times. Once within a household there is significant scope for continuity of your marketing reach
- Sharing is caring and 1 in 10 leaflet campaigns are passed on and on average each piece is revisited three times
- The most commonly used leaflet campaigns are for local supermarkets, local trades and services as well as takeaways and restaurants





## When and who should be using leaflet drop advertising

### Targeted and cost-effective marketing

In the previous article we discussed some of the findings by JICMAIL that continue to show the great marketing reach leaflet distribution has. In this article, we look at who can take advantage of the marketing opportunities of leaflet distribution and when and what products or services are best suited for leaflet advertising campaigns.

### Who can benefit from leaflet distribution?

Almost all businesses can benefit from leaflet drops and any business wanting to grab the attention of the public within their target areas should consider it. There will be natural considerations on the catchment area – no point advertising your trade services to areas that are hundreds of miles away. Also, consider identifying the target audience that meets your criteria – Leafletdrop can provide the necessary household data to [target the best potential audience](#). In this day and age of ecommerce, leaflet advertising is the perfect partner for all your digital marketing as catchment area need not be a concern.

### When can you use leaflet distribution?

Again, this will be largely dependent on your service offering but leaflet distribution works to promote general awareness of your brand and campaigns can be run at any time of the year. Given the fact that leaflet drops on average stay within the target household for prolonged periods (45% of recipients keep the leaflet pinned to a board or in a kitchen drawer for later use – Source: The Direct Marketing Association), leaflet drops can result in a drip effect marketing.





## When and who should be using leaflet drop advertising

Leaflet distribution can however be used at the following example times and key events:-

- Seasonally – plan your leaflet drops several months ahead of seasonal peaks like Christmas or if in the trades, plan ahead for people who may need your gardening services ahead of summer
- Relocation – keep your existing or potential client base updated on any plans to move
- New management – improve your PR and broadcast that your company is changing
- Website or brand launch – no new brand or website hits the road running and leaflet drops can help build up interest while your online presence matures
- Stock clearance & sales – sales and the offer of a discount convert well and placing this within households can have a great return on investment

Getting your leaflets distributed to the 27 million UK households is the first step of your leaflet advertising campaign. Ensuring that they send the right message, with the correct calls to action and that you have a means to measure their effectiveness are fundamental steps.





## How frequently should you run leaflet campaigns

In this article we look at the frequency of leaflet distribution and what becomes very apparent is that all the elements within this guide are very much intertwined with critical dependencies for real success.

Inline with all forms of marketing and advertising, leaflet distribution achieves best results from multiple leaflet campaigns as they work to reinforce brand and your service or product offering.

Step aside from your own campaigns for a moment and think back about the first time you saw a new brand or product. Initially your brain will store that logo or that product passively in your memory and thought process. Subsequent encounters with that brand or product leave a much clearer memory, to such a degree that in your daily life you will start to see that logo or product. Where advertising works best is through the *influence* it creates, the passive seduction of your thought process and hopefully buying decisions.

### **Multiple or subsequent leaflet drops – recall that memory**

While there is no empirical answer as to how often or how regularly you should run your leaflet distribution campaigns, the sole purpose is to nudge the initial memory about your product and reinforce that recognition – the continued teasing of influence and decision making.

Put into context. If Campaign 1 generates x% responses, Campaign 2 is likely to get x% responses plus an additional percentage as subsequent leaflet distribution campaigns typically produce proportionately better results than the first one. Add the fact that a leaflet is likely to stay within the house for several weeks or shared and chances are that subsequent leaflet campaigns nudge recipients to become potential customers.





## How frequently should you run leaflet campaigns

If you ensure you have the means to measure each campaign – through for example different reference or discount codes – you can gain your own marketing intelligence to determine the efficacy of each subsequent campaign.

Success across leaflet distribution will be most influenced by two factors:-

- **Reach** – who you show your leaflet too – refine and target the perfect audience and target numbers
- **Frequency** – how you continue to expose your company and products to that targeted audience

Naturally there will be other factors that will influence how often you run your leaflet campaigns including: -

- **Seasonality** – yearly peaks influenced by weather and calendar events
- **Competition** – are your competitors aggressively campaigning in your catchment area
- **Your own KPIs & Budget** – how much budget you have and how much you want to expose your brand to your target audience

As can be seen, there are many variants and no definitive rules to as to running leaflet advertising campaigns on a weekly, monthly or quarterly basis. At Leafletdrop, we have many years of helping business reach their customers and can provide further best practice and [case studies](#) that can provide you insight into your marketing potential.





## Making offers compelling and effective

Leaflet distribution campaigns align all the very basic elements of advertising and marketing including:-

- Knowing your audience – [target your ideal demographic](#) and maximise your reach
- Making your leaflets stand out – [design all leaflets to make the desired impact](#)
- Reaching customers regularly – refining the frequency of leaflet distribution
- Measuring the effectiveness – ensure you measure the ROI of leaflet advertising

This article looks more at the *hook* of your leaflet distribution campaigns and specifically provides some guidance as how to make leaflet distribution offers compelling and effective.





# Making offers compelling and effective

## Do your maths

Depending on your service offering and potentially some seasonality – look at your margins and determine how much you can afford to discount or offer. A 10% discount or offer is unlikely to draw eyes as this is a fairly standard and non-influencing discount. Everyone loves a whopping 50% that is prominent within your leaflet design and this level of offer is likely to convert at much higher rates.

If you are a service provider or in the trades, you will know your seasonal peaks and troughs in terms of the demand for your service. Factor in quieter periods when you can afford to offer discounts and for retailers with products to sell, support sales and end of season discounts with leaflet distribution

## Use power words

In line with making the discount substantial enough to draw interest, make sure that your leaflet has the correct *power* words to support what you are promoting. Recipients not only like a hefty discount offer but will also be drawn by words that offer **free** or and the ever-successful **buy one get one free** or **BOGOF** offer.

Words that imply a more personalised campaign will also influence engagement with your leaflet advertising and use words such as **exclusive** and **trial** as these suggest that the offer is only accessible by a smaller group. Using these power words (and a significant cost saving) will also promote sharing of your leaflet – everyone likes to share something that helps others.

## Make offers time limited

One final consideration when it comes to making leaflet distribution work well is to make any offers or discounts time limited. Along with exclusivity and a substantial cost saving, limiting the window of availability helps to convert recipients into customers. Given the fact that leaflets are kept within the household for significant periods of time, make sure that the time limit is sensible but not too extended.





## Finding the best target audience for your leaflet advertising

In other articles we have spoken about the potential benefits of leaflet distribution and how to make your leaflet design hit the mark. In this article we continue the discussion on making sure you target the right people with focussed research on what your intended audience might be and how to reach them.

### Know your target audience

Depending on your product or service offering, you will need to refine what the typical household might look like to ensure that you are reaching the best households with the highest potential to convert. This will likely involve researching socio-economic elements on the composition of the household and should look at the following factors:-

- Potential income bracket
- Age and composition of household members

Income bracket can be determined by many factors including the postcode and the composition of the household members will naturally guide the potential income of that house. A household with an ageing population may naturally have less disposable income, while a house made up largely by families in their mid-life may have more available funds.

Knowing your audience and analysing households will ensure that if for example you are promoting high ticket item prices, you do not squander your marketing budget on a household that cannot consider your products or service offering.





# Finding the best target audience for your leaflet advertising

## What do typical households look like?

At Leafletdrop, we have access to household data across 27 million UK households and more detailed information on [how we categorise homes can be found here](#).

Broadly speaking we have categorised homes into 4 groups: -

- Families: Adults with children
- Early Life: Adults 21-35 years old
- Mid Life: Adults 35-55 years old
- Later Life: Adults 55 years and over

Combine these target audience groups with a postcode and you will be able to start mapping out your leaflet distribution area.





## Finding the best target audience for your leaflet advertising

### Refine your catchment area

In addition to refining your target audience, you will also have to do further research on the area itself.

As say a local garden centre or a tradesman offering exterior services and wanting to promote your services through leaflet distribution, it would be unwise to target an inner city area that is predominantly made up of flats as this audience is unlikely to require your services. Promoting home improvement services in an area largely made up of council owned homes again would be a potential waste of your budget.

Our targeting tool works to allow you to refine your search by either high volume but less accuracy or higher accuracy and less volume. This refinement and our proprietary tool will soon give you an idea of scope and the number of household within your ideal area.

The radius of your catchment area should also be a key consideration – consider the delivery costs for your products or the costs to get to your clients to provide the service.





## Making leaflet distribution campaigns count

Leaflet distribution campaigns rely on various elements to guarantee success. The start point is finding a [reliable leaflet distributor](#) who will ensure that your marketing collateral is physically delivered. Actual delivery does not in itself guarantee success, so a critical factor to consider is whether you are [targeting the right people](#) through leaflet advertising.

Next, but a critical consideration throughout the planning phase, is making sure that the leaflet design itself is captivating and has the right hooks to convert recipients to become customers.

### Take the 5 second challenge

Leaflets have less than 5 seconds to make an impact. We live in an increasingly time poor world and receive a growing number of media messages throughout the day – making sure you make the right impression is essential. Leaflets – in contrast to say a radio or television advert – will often physically stay within the target household for prolonged periods, furthering the need to make that initial visual impact one that lasts. Leaflet recipients will often store a leaflet that resonates or even share it.

Take the 5 second challenge yourself – as owners of the leaflet design you may have formed your own opinion so make sure an independent (and brutally honest) person views the final design for the leaflets. What may be a very clear message to you, may not achieve the same result for those less close to your product or service.





# Making leaflet distribution campaigns count

## The pillars of effective leaflet design

- ☉ Touch is key – as opposed to digital or other marketing channels, leaflets should be tactile and printed to high quality on good quality paper
- ☉ Declutter and keep it simple
- ☉ Make your opening lines the hook to entice recipients to read further or remember they have seen your leaflet
- ☉ Open with the offer – people and eyes are drawn by offers, discounts and promotions
- ☉ Consider time limits – offers available until a given time
- ☉ Reinforce your key messages further down the leaflet
- ☉ Keep branding consistent – use the same fonts, colours and consistent logo which will jog their memory if they see your brand in the high-street, on vehicle branding and other places
- ☉ Build the leaflet to lead towards a clear “Call to Action”
- ☉ Plan on how you to measure the effectiveness of leaflet distribution – thread in a reference point, use a dedicated line, include a discount code or other means.





## Measure how well your leaflet distribution works

Leaflet distribution campaigns will naturally vary in effectiveness and the return on investment they generate. Several factors will influence success including making sure the [leaflet design](#) catches your audience's attention, [targeting the right households](#) and the product or service offering itself. A critical planning factor is ensuring you have the means in place to measure the value a leaflet distribution campaign has.

### Ensure you measure how effective your leaflet advertising campaigns are

Depending on your company and its products, there are multiple ways to plan for measurement including: -

- **Dedicated telephone line** – setup a dedicated telephone line that is only printed on the leaflet itself and track calls and conversions through this line. Remember that some people like free calls so consider an 0800 number. Some audiences do however like a local number as well as this instils trust.
- **Set annotations in Google Analytics** – if you are in ecommerce or trying to drive traffic to your website, place annotations in Google Analytics to coincide with when your leaflets will be reaching your target audience. This will allow you to see if there are any spikes in Direct Traffic to the site.
- **Use a unique discount/promotional code** – a code system can help with both internet visits and telephone calls that result from a leaflet advertising campaign. If callers repeat the code printed on the leaflet, call takers within your company can keep track on leads and conversions. If an exclusive (to the leaflet) discount code is provided, then Google Analytics or other digital tracking platforms can see how many sales resulted when customers used the code on discount. (Be mindful to put a time limit on the code. Time limits are a means to making the Call to Action stronger)
- **Ask the call takers to find out how the caller found you** – while a bit of an old school technique, train your call takers to always enquire how potential customers have reached out to your company and services.





# Measure how well your leaflet distribution works

## Measuring ROI of leaflet distribution

If you are confident that you have setup the means to track conversions resulting from leaflet advertising, calculating the return on investment for these campaigns should be easy.

Take revenue generated minus the cost of the leaflet campaign and this will be the ROI it generated. Naturally there will be other factors such as staff wages etc., but if the staff are already employed in other areas you may want to go attribute a certain percentile of wage costs to the leaflet advertising drop.

## Take learnings from measurement

Assuming that you run multiple campaigns throughout the year, be sure to take learnings and adapt your next leaflet drops.

Consider elements such as: -

- **Seasonality** – if you provide services that may be impacted by seasonal weather changes, did you time it right? Was there too much or too little lead time?
- **Times of year** – did you target consumers too close to Christmas when budgets may be tight? Did you provide enough time ahead of promoting your travel services?
- **Times of the month** – if selling products did you try and time your best impact when consumers have received their pay?
- **Location** – did certain areas perform better than others? Are you getting requests from areas that aren't ideal from a profitability perspective?
- **Target audience** – are you targeting the right age and income groups – do these need refining?



Visit us for more blogs, tips  
and videos on leaflet  
advertising

**leafletdrop.co.uk**

target | print | distribute

© Whistl (Doordrop Media) Ltd 2018

**whistl**

Leafletdrop is a service provided by Whistl (Doordrop Media) Ltd, a company registered in  
England and Wales 00613278

Registered office: Meridian House, Fieldhouse Lane, Marlow, Buckinghamshire, SL7 1TB