

USING

DOOR DROPS

TO BUILD

YOUR

BUSINESS

**A GUIDE TO USING
DOOR DROPS FOR SMEs**

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INTRODUCTION

WHY USE DOOR DROPS?

Door drops take your business into the heart of the home, giving you access to new customers. We can reach all 29m households across the UK or just your local area.

In the home, door drops are read, shared and kept by customers and referred back to when they make decisions about household purchases. Customers value door drops and act upon the messages they receive from local businesses.

This guide will help you understand why door drops are so valued and why they can become an important tool to help your business grow.

DOOR DROPS IN THE HOME

We carried out extensive research and filmed people in their homes, interacting with their post. We uncovered some vital insights into how door drops flow through the average UK household.



98% of customers receive and see door drops, so they reach almost everyone in the UK. **92%** of all people say they read door drops that get delivered to their homes.¹



An average of **20%** of door drops are shared with another member of the household.²



Mail is kept in a household, on average, for **17 days** for advertising mail, **38 days** for door drops and **45 days** for bills and statements. A door drop stays in the home for as long as 38 days because people find the information useful and they want to refer back to it.²

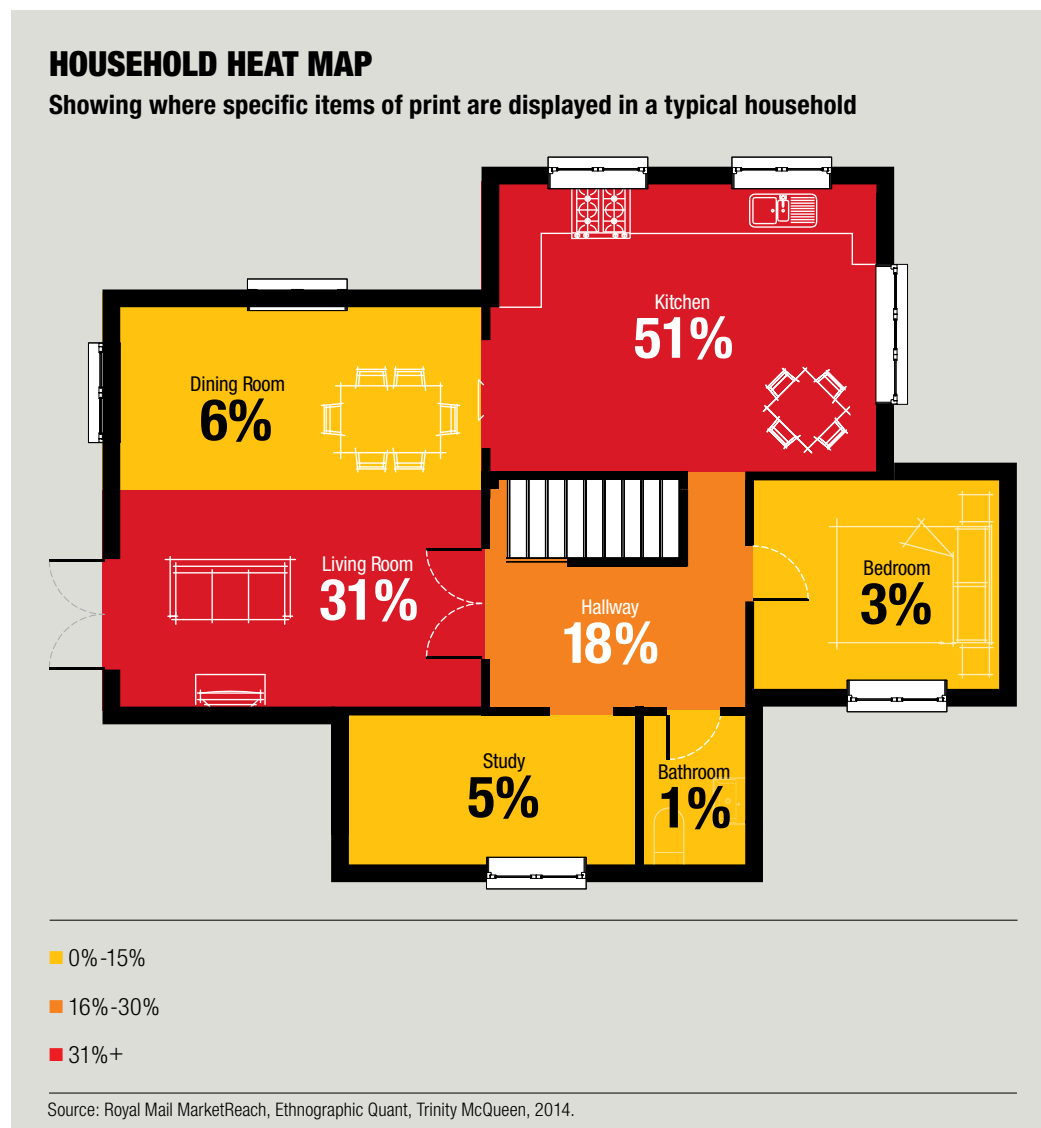
Source: 1. Royal Mail MarketReach, Door Drop Stats Refresh, Illuminas, 2014.
2. Royal Mail MarketReach, Ethnographic Quant, Trinity McQueen, 2014.

TOP TIP

DOOR DROPS ARE RETAINED FOR UP TO 38 DAYS BECAUSE PEOPLE FIND THEM USEFUL.

DOOR DROPS ARE DISPLAYED

By studying people in their homes, we found that there was a pattern to how they stored and displayed their mail including door drops, with the majority of people displaying these items in the kitchen, followed by the lounge.



TOP TIP

DOOR DROPS GET YOU RIGHT INTO THE HEART OF YOUR POTENTIAL CUSTOMERS' HOMES AND THEY VALUE THE INFORMATION.

WHERE MAIL ITEMS ARE STORED

The Holding area, the Pile and the Display area for a single customer we filmed



Holding area



Pile



Display area

Source: Royal Mail MarketReach, Media Moments, Trinity McQueen, 2013.

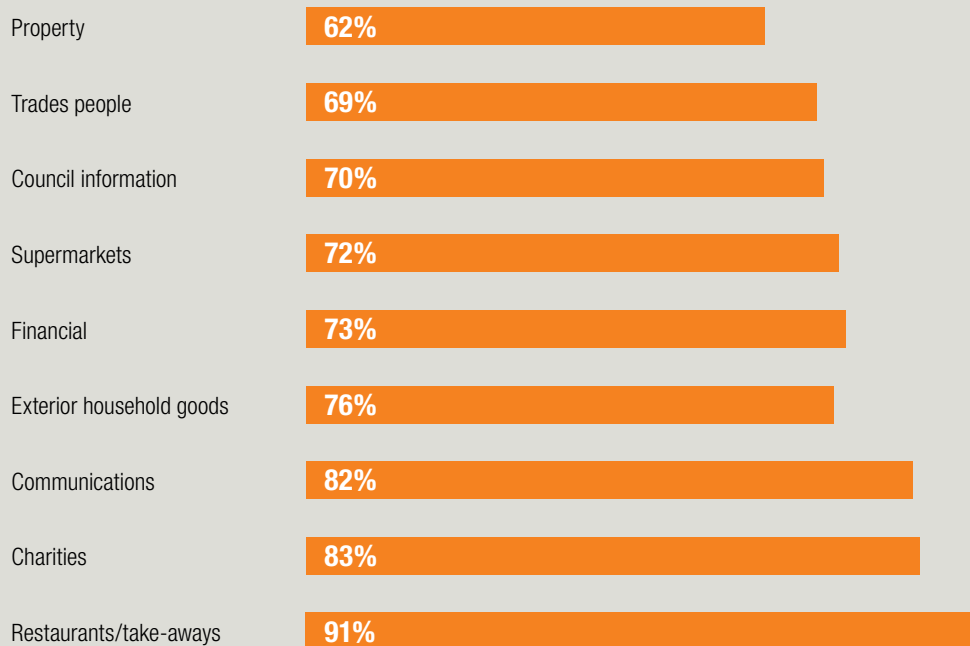
DOOR DROPS IN THE HEART

DOOR DROPS HAVE HIGH LEVELS OF IMPACT

Door drops are highly memorable communications for customers, and they can recall receiving them from a variety of sources.

Customers remember the door drops they receive from different businesses locally

% recall receiving



Source: Royal Mail MarketReach, Door Drop Stats Refresh, Illuminas, 2014. Q1: Over the last 12 months, how often do you remember unaddressed leaflets from each of the following types of organisation being delivered through your letterbox at home? Base: 1,498.

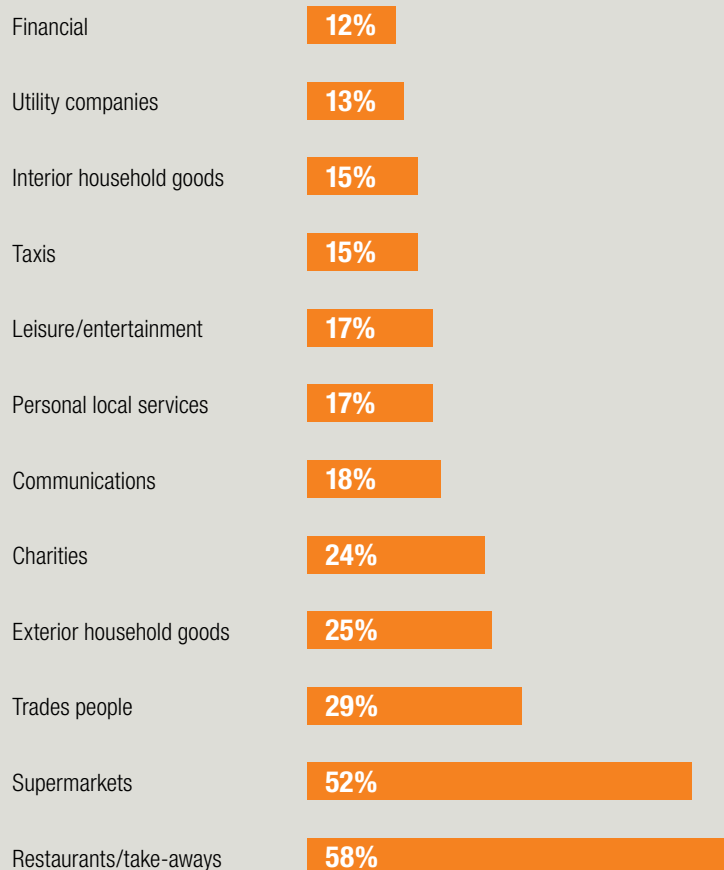
TOP TIP

DOOR DROPS ARE IMPACTFUL AND PEOPLE REMEMBER RECEIVING THEM.

DOOR DROPS DRIVE ACTION

The good thing is that once a door drop is in the home it motivates action. Each household we studied had their own way of collating, sifting and displaying door drops. And customers keep door drops from all sorts of different businesses.

Which door drops did they respond to?



Source: Royal Mail MarketReach, Door Drop Stats Refresh, Illuminas, 2014. Q5: And for the following types of leaflets, how often do you take some further specific action (e.g. obtain a quote, purchase something, or request/find out more information)? Base: 1,498.

TOP TIP

ALL KINDS OF BUSINESSES DRIVE RESPONSES THROUGH DOOR DROPS.

DOOR DROPS IN THE HEAD

HOW PEOPLE RESPOND TO DOOR DROPS

Our research captured just some of the individual reactions to different types of door drop and the sort of actions which happen as a result. As you can see from what consumers say there's a wide range of responses to the door drops people get but when they are both timely and relevant it is a powerful incentive for people to act.



Got a leaflet about local new gym opening in area for women. Decided to ring them to ask about it and next day went and joined!!

A leaflet about cleaners came through the post when we were thinking about getting one so we rang them for a chat and ended up purchasing their services.

I had been thinking about purchasing a digital TV service and the leaflet prompted me to find out more, and subsequently to buy the subscription.

Local taxi company that we often used advertised their app and I downloaded it (it's great!).



TOP TIP

PEOPLE GETTING RELEVANT INFORMATION AT THE RIGHT TIME WILL RESPOND WELL.

THE BENEFITS OF TACTILITY IN DOOR DROPS

Think about how you create your door drop. The physical presence of a door drop in the home makes it unique. We gave participants two types of door drop for a new soap powder (one that we'd created specially for the test). The information on each was the same but the formats were different. Here's one example which shows that whilst the regular one at the top was felt to be "useful" and "interesting", with a little more thought on the format, the one below was felt to be "eye-catching", "bright", "simple", "quirky" and "free"!

	<p>Common respondent descriptions</p> <p>“ normal free boring useless perfect interesting useful colourful standard ”</p>
	<p>Common respondent descriptions</p> <p>“ free simple intriguing eye bright colours catching quirky ”</p>

Source: Royal Mail MarketReach, Tactility, Trinity McQueen, 2013.

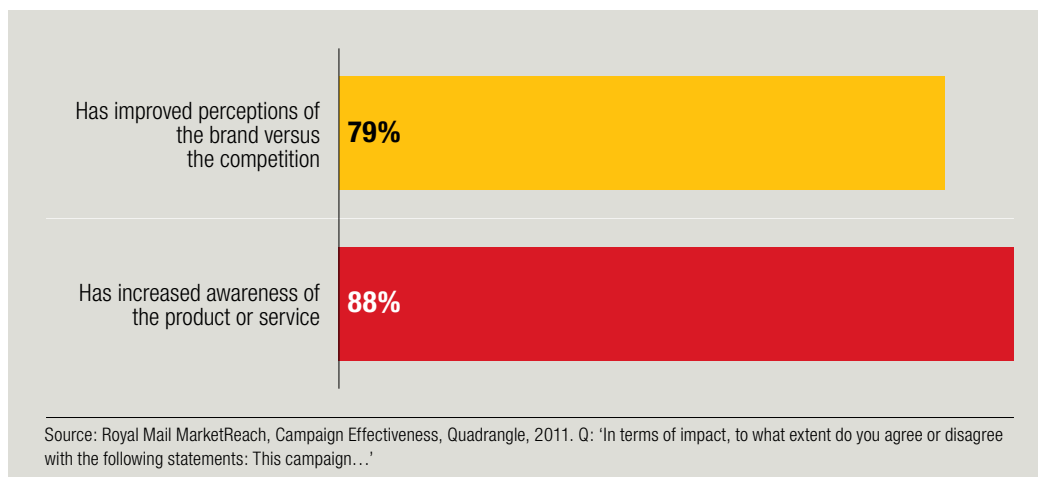
TOP TIP

MAKE YOUR DOOR DROP AS IMPACTFUL AS YOU CAN SO IT STANDS OUT.

DOOR DROPS IN THE WALLET

DOOR DROPS CAN HELP TO GROW YOUR BUSINESS

Small businesses who use door drops rate the channel very highly, with over 70% of them saying that door drops generated good overall return on their investment. 88% of respondents say door drops have boosted awareness of their businesses.



TOP TIP

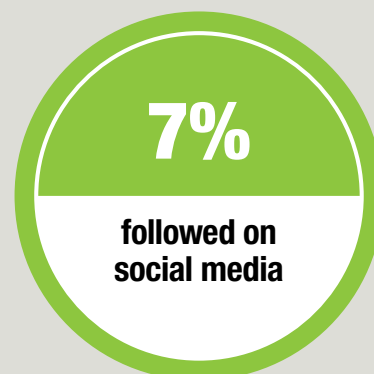
BUSINESSES BENEFIT FROM THE COST EFFECTIVE USE OF DOOR DROPS TO REACH TARGETED AUDIENCES.

THE EFFECT OF DOOR DROPS

In a survey of customers, we discovered they are responding to door drops.

Door drop responses translate into an increase in sales, visits or calls. Increased sales should lead to increased profit.

These are the typical rates of response to door drops across the channels people respond to



Source: Royal Mail MarketReach, Door Drop Stats Refresh, Illuminas, 2014.

TOP TIP

DOOR DROPS CREATE TRAFFIC TO YOUR BUSINESS.

CASE STUDIES



MAIDS&MORE NEW BUSINESS INCREASED BY 80%

Business

Maids&More is based in Henley-on-Thames in Oxfordshire. They offer home cleaning and maintenance.

Door drop

They targeted local addresses using Cameo targeting data to select the best potential customers.

Results

They got new customers as a result, worth at least £3,500 a year. This meant that their investment in door drops delivered 22 times more than the cost of the activity and business continues to come in.



It is extremely cost-effective... and we don't actually use any other form of marketing now.

Linda Fox – Owner





OLD DOWN COUNTRY PARK MORE THAN 200 NEW CUSTOMERS

Business

Old Down Country Park went through significant renovation and they wanted local people to know what they now offered.

Door drop

They targeted local people within a five mile radius of their Country Park. They offered a chance to win “dinner for two” to stimulate response.

Results

They had a significant increase in enquiries and new customers. More than 200 customers submitted their details and these were captured on the database. For their investment they had seven times the return on their expenditure.



We are already planning our next door drop campaign.

Olivia Mills – General Manager



HELP AND USEFUL SOURCES

To help you get your door drops planned and started, here are some useful sources of information on Royal Mail's website.

Visit our Door to Door pages at **www.royalmail.com/door-to-door**

For help with planning and targeting options and to discuss your booking needs with one of our door drop specialists, call our team on **0345 266 0858** or email **doortodoorsales@royalmail.com**

To see more of how others have used door drops to grow their businesses, please visit **www.royalmail.com/door-to-door**

To see how Royal Mail can help produce and print your door drop, visit **www.royalmail.com/print-services** or visit our Mail Made Easy directory at **www.royalmail.com/mail-made-easy**



We have a team of media experts and data planners ready to apply these learnings to your organisation.

To discuss how we can help you, call us on **0345 266 0858**
or visit **www.mailmen.co.uk**

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