

HOW TO PRODUCE DOOR DROPS

A SIMPLE GUIDE TO
SUCCESSFUL DOOR DROPS

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INTRODUCTION

Here at Royal Mail MarketReach we are committed to helping your business produce great door drops that will get you noticed and help your business grow.

We have worked with leading industry bodies to create a useful guide to help small to medium sized businesses achieve this.

This guide will take you through the planning and implementation of a door drop campaign from start to finish. However, if you need more help, one of our specialists on the door drop team will be able to help you – call **0345 266 0858**.

There are seven sections to this guide with practical steps throughout and simple tips to get the most from door drops.

STRATEGY

GETTING STARTED

Here are some simple steps to planning a campaign or series of campaigns, which will help you to determine the best outcomes for your budget.

What you send	Leaflets and flyers need to have impact on the door mat and to stand out from the other mail and door drops customers get.
Who to reach	Understand who your best customers are. What are their key characteristics, where do they live, how do they reach your business? Use this information to target similar-looking prospects.
The message	For your message to stand out from your competitors is there something you offer that is uniquely different from others? Are you able to give an incentive for people to respond, as they like to receive discounts and promotions?
Your plan	Think about how the door drop fits in with all your other marketing communications, if you have any. And think about how you want your customers to respond to you: visit your store, website, phone or email you.
Your objectives	Have a clear idea about what you want your door drop to achieve, e.g. increase footfall, drive sales online, or generate leads to follow up. If you have one clear goal for the door drop that is being distributed the more likely it will be to succeed.

TOP TIP

SUMMARISE THIS IN A PLAN THAT YOU CAN REFER BACK TO.

SETTING CLEAR FINANCIAL GOALS

To determine the best outcomes for your budget, here are some further steps to consider. By setting clear financial goals from the start you can work out what you should spend against the incremental business it will deliver.

Return on investment

What return on your investment do you want to achieve? If you are spending £5,000, how much money do you need to make back to pay for the activity and make additional revenue?

Volume

How many customers or potential customers do you need to reach to make the sort of financial impact you want, is it 100's or is it 1,000's? How many sales, how many visits to your store or your website?

Response

How many customers do you think will respond? This helps you to plan how many enquiries, registrations or leads you can handle and what's realistic for you. You might do a small test volume to start with to gauge the response rates.

Fulfilment

What will you need to do to service the responses – phone back, send something out, process vouchers or make an appointment to visit? Plan ahead so you can manage the outcome.

TOP TIP

**WORK OUT YOUR MAIN GOALS AND KEEP THEM IN MIND
THROUGHOUT YOUR DOOR DROP DEVELOPMENT.**

AUDIENCE

FINDING THE RIGHT CUSTOMERS

One of the most important factors for the success of your door drop is the right targeting. This will have the single biggest impact on how well your activity will go. We can reach all 29m households in the UK and we can help you pinpoint the right customers for your business. There are several ways you can target customers using door drop tools, which means you are going to be talking to the right sort of customers. Here are some of those tools explained.

DISTANCE

- Reach only those people who are within a certain distance from your business.
- This can be done either by miles from a certain point or by drive time.
- It does not make sense to target people who won't be able to reach you.

LOCATION

- If you only want to reach people who live in certain houses or an area, postcode mapping will allow you to select just those places.
- You may have your own local knowledge that means you know exactly which areas you want to reach.

DEMOGRAPHICS

- If you know the type of customer you want to reach you can select the households where they live.

You can select by:

- Age
- Affluence
- Household composition (e.g. singles, couples, families)

To get help in choosing the right mailing list, try our Customer Finder by visiting www.royalmail.com/customer-finder

TOP TIP

THINK ABOUT BOTH THE AREAS YOU WANT TO REACH AND THE TYPE OF PEOPLE YOU WANT TO TARGET.

HOW TO FIND CUSTOMERS

You can find new customers just like the ones you have already. We can look at your existing customers and find people that look very similar. There are two targeting tools we use to help you find the right customers and we'll select the best tool for the task you have.

Royal Mail can help you plan your door drop every step of the way and we will help you find the right customers. Call us on **0345 266 0858** and one of our advisers will be happy to help you start planning. We also have First Time User discounts so make sure you tell us if you haven't used door drops before.

We can choose customers by:

- Geographical location, road, postcode (postcodes can go down to just 15 households and up to as many as 100)
- Age
- Household composition i.e. married, number of children
- Age of children
- Wealth of householders
- Type of housing e.g. semi, bungalow, terrace, etc

TOP TIP

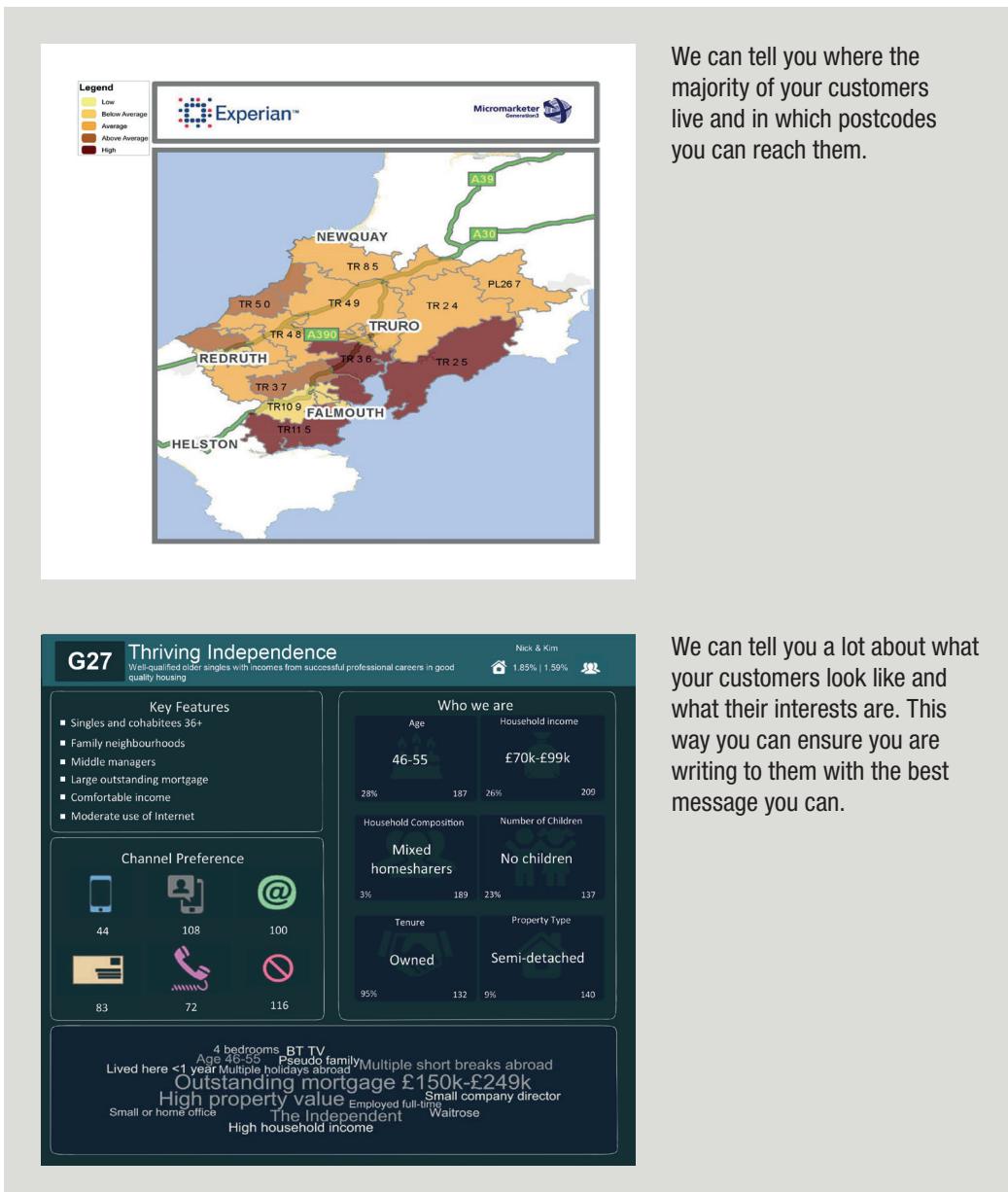
THINK ABOUT WHAT YOUR CUSTOMERS LOOK LIKE AND WHICH CHARACTERISTICS THEY HAVE IN COMMON.

FINDING THE RIGHT CUSTOMERS

Using tools like CAMEO and Experian we can target customers in many different ways.



Here are just a few simple examples of the information you might receive. This will help to show you where your customers are and what they look like.



Here's a view of one company: their customers come from the groups Family Basics, Aspiring Homemakers and Domestic Success. These have the highest index against their existing customers.



TOP TIP

IF YOU THINK ABOUT WHAT THEIR INTERESTS ARE YOU CAN MAKE SURE YOUR MESSAGE IS RELEVANT TO THEM.

CREATIVE

WORKING OUT YOUR MESSAGE

Getting your message across clearly and with impact is a key component to the effectiveness of your door drop. On the next few pages are some of the key creative principles, which, if you apply them, will help your campaign do well.

1. Key message	This is the most important thing of any communication. What is the single most important thing that will make someone buy your product or want your service? Why is someone going to want what you can provide?
2. Attention	Get the reader's attention. Your door drop has to stand out from the crowd and make people read it. A way of doing this is to have an eye-catching headline on the front, for example 'free gift' or 'exclusive deal'.
3. Interest	Capture the customers' interest by asking what is the benefit going to be to them.
4. Desire	You can inspire desire by putting a limit on the offer you are giving e.g. there are a limited number available.
5. Conviction	Providing evidence is a good way to show other people that your claims are genuine: provide customer testimonials, money-back guarantees or scientific proof of your offer.
6. Action	The best call to action is written plainly and precisely so that the customer is clear about what they need to do next. Give a clear deadline for customers to respond by and be clear about how you want them to respond: visit you, call you or go online.

TOP TIP

**MAKE SURE YOU HAVE WORKED OUT YOUR KEY MESSAGE FIRST.
THE REST WILL FOLLOW.**

WORKING OUT A FORMAT AND WEIGHT

The cost of your door drop will be calculated based on the weight and size of the piece you are producing. Speak with your printer about different options.

Here are some of the pieces we've helped customers distribute at Royal Mail.



PUKKA BATH

Monthly magazine sent to 5,000 households in Bath using postcode targeting to reach an affluent family audience.



BD FUELS

Heating oil suppliers target potential customers using both postcode and demographics. Using door drops has driven up their turnover considerably.



CHURCH OF ST LAWRENCE

This church increased the size of their normal congregation by as much as 80% with only 8,700 door drops in the local area.



CONTRACT CLEANERS

They run a door drop every quarter to 40,000 households. This has generated all of their new business over the years.

TOP TIP

WHILST A SMALLER FORMAT CAN BE CHEAPER, CONTRACT CLEANERS FOUND THAT THE A3 FORMAT (FOLDED TO A4) WORKED BEST FOR THEM.

MAKING IT RELEVANT AND TIMELY

By making your door drop relevant and timely you can help to boost your response. The more your leaflet reflects what people are looking for, the more likely they are to respond to it.

There are a number of questions you need to ask yourself throughout the process:

IS YOUR MESSAGE RELEVANT TO THE SEASON? IF IT IS, ENSURE YOU HIGHLIGHT THIS.

HAVE YOU GOT SOMETHING NEW TO SAY OR SOMETHING THAT IS EXCITING?

ARE YOU LOCAL TO THE PEOPLE WHO RECEIVE YOUR MESSAGE? MAKE IT CLEAR WHERE YOU ARE.

ARE THEY LIKELY TO BE INTERESTED IN YOUR MESSAGE NOW OR IN THE NEXT FEW MONTHS – SUGGEST THEY KEEP YOUR LEAFLET?

TOP TIP

USE SOME OR ALL OF THESE TECHNIQUES TO BOOST YOUR RESPONSE RATES.

PRODUCTION

GETTING YOUR DOOR DROP PRINTED

Once you have decided on a message you can work with a printer who will help you find the most cost effective way of producing your door drop. You will want to obtain more than one quote to ensure you are getting the best deal, but it is worth considering quality as part of the package, as poor quality can affect response rates.

Find a printer

It is best to look for a selection of printers before you start so you can ensure you are getting a competitive quote. We have a list of accredited providers on our website who can help. Visit www.royalmail.com/mail-made-easy/directory to find one in your area. Or speak to one of our advisers at the Door Drop Booking Centre on **0345 266 0858**.

Discuss your needs

Discuss your plans with your printer. They are experienced at helping find the most cost effective ways of producing leaflets and should be able to give you good advice. They will also help you with the types of print you can use and the sort of paper stocks you will need.

Compare prices

Once you have asked for competitive prices and analysed the answers you have received, select the printer that you would like to work with. This might be price-based but also based on the provider who can give you the best service, or had the most value to add to your request.

Prepare your print

The printer will tell you how to provide the material you have created and in what format. Always obtain a proof once you have supplied the artwork, so you can check that the bigger print run will be right.

Print

Once you approve the proof ensure you know how your print will be packaged and delivered.

TOP TIP

**PICK THE PRINT SUPPLIER YOU FEEL MOST COMFORTABLE WITH.
EXPLORE DIFFERENT OPTIONS.**

GETTING YOUR PRINTED MATERIAL TO ROYAL MAIL

Once you have designed your door drop and it is printed you can arrange for Royal Mail to collect it from you or your printer. If you want you can still deliver it to Royal Mail but remember you need to pre-book a slot (on a Monday especially when we are at peak capacity). And you need to wear high-vis clothing if you are delivering yourself. If you would like us to collect it just follow these simple steps.

YOUR CHECKLIST

- Contact us to arrange collection from you or your printer.
- Send us a sample of your leaflet so we can check your item meets requirements.
- Check each box of leaflets weighs less than **10kg**.
- Check if you are bundling the print, each bundle weighs less than **6.4kg**.
- Check each box or bundle contains one leaflet design for one distribution centre on one delivery date.
- Protect your items by strapping and packing them securely.
- Ensure labels on boxes or bundles are clearly visible.
- If pallets contain more than one leaflet design, separate them with vertical dividers.
- Your items need to be delivered to the Royal Mail 10-18 days before the start of your booked distribution date.

TOP TIP

TO GET ALL THE INFORMATION YOU NEED GO TO OUR DOOR DROP PAGE: www.royalmail.com/door-to-door

FINANCE

BUDGETING FOR DOOR DROPS

Door drops are a very cost effective way of reaching customers and they engage with them. It is still important that you balance the cost of the activity against the new business you expect to get in, so that you can ensure you are making a profit on the investment in marketing that you've made. Here are some of the measures you might want to consider when thinking about what you want to spend in order to generate more business.

Impact

What financial impact do you want to achieve? How many sales, how many visits to your store or your website?

Volume

How many customers or potential customers do you need to reach to make the sort of financial impact you want, is it 100's or is it 1,000's?

Response

How many customers do you want to respond? Think about how many enquiries, registrations or leads you can handle.

Fulfilment

What will you need to do to service the responses? Will you need to phone back, send something out or process vouchers? Plan ahead so you can manage the outcome.

Return

What return on your investment do you want to achieve? What amount do you need to make to pay for the activity and make additional profit?

Budget

Door drops can cost anywhere from £30 to £70 per thousand to print, and £42 and £114 per thousand for Royal Mail to distribute them.

TOP TIP

**WORK OUT WHAT YOU WANT TO ACHIEVE FROM THE ACTIVITY
AND MAKE SURE YOU MEASURE YOUR SUCCESS.**

EVALUATION

EVALUATING SUCCESS

The wonderful thing about door drops is that you can measure whether they have worked for you or not. Did you get the desired response? If you accurately track your activity you can understand whether the expenditure was worthwhile and this will help you decide on future investment levels on door drops. Here are some useful ways to help you measure success.

There are three guiding principles:

1	GOALS <ul style="list-style-type: none">■ Make sure you go back and review what your original objectives for your door drops were.■ What were you asking customers to do – go online, visit your store or purchase from a catalogue?■ What's most important to you to measure – sales, size of sale, visits or appointments made?
2	OPTIMISATION <ul style="list-style-type: none">■ What is great about door drops is that you can learn about what does or does not work.■ You can see if one door drop has worked better than another.■ And this helps you evaluate what you do in the future.■ And make further improvements to what you do.
3	TRACKING <ul style="list-style-type: none">■ Make sure you can track your responses (using a code or coupon where needed).■ Check your website can measure how many more visits are coming in.■ Check that your phone handling can record where someone heard about you.■ Think about how you handle more demand.

TOP TIP

KEEP IT SIMPLE. TRY TO MEASURE YOUR ORIGINAL OBJECTIVE AND LEARN FROM WHAT YOU DO.

USING EVALUATION TOOLS

There are a number of ways you might want to understand how your investment in door drop has worked for your business.

ROI

Return On Investment (ROI) is a simple sum, which considers what you spent on your print and distribution and what you got back in return. So you take the total revenue generated minus the cost of your door drop, and divide this by the cost to work out the return on every pound spent. For example a ROI of 2:1 means you generated £2 for every £1 spent.

Behaviour

Understand how your customers are responding to your door drop. Did they go online, did they phone? This helps with future planning but also tells you where you need to invest in the future.

Response rates

If you know the likely response you will get to a door drop then you can plan for your business. If you know you generate a certain number of enquiries then you can understand what volume of door drop you need in the future to reach your business goal.

Creative impact

If you are using more than one creative message over time you can determine which is the one that works best for you. What offers work best? Do you have seasonal offers that work at different times of the year? The more you hone your approach the better results you can yield.

Targeting

By using different targeting you can understand which sets of customers respond to you better. Once you know this it can be simple to find more customers that look like your good customers and therefore improve your response rates further.

TOP TIP

EVALUATE WHAT YOU CAN TO LEARN FOR YOUR FUTURE DOOR DROPS. THE MORE YOU UNDERSTAND THE MORE YOU CAN IMPROVE.

REGULATION

A SIMPLE REGULATORY FRAMEWORK

If you are producing a door drop, you should be aware of the content of the UK Advertising Codes which are administered by the Advertising Standards Authority.

Some of the key principles are set out below. Further rules and guidance are available at www.cap.org.uk

- Marketing communications should be legal, decent, honest and truthful.
- Marketing communications must reflect the spirit, not merely the letter of the code.
- Marketing communications must be prepared with a sense of responsibility to consumers and to society.
- Marketers must comply with all general rules and with relevant sector-specific rules.
- No marketing communication should bring advertising into disrepute.
- Marketing communications must respect the principles of fair competition generally accepted in business.

TOP TIP

IT IS ALWAYS BEST TO CHECK IF YOU ARE UNSURE OF ANYTHING YOU ARE SAYING TO THE PUBLIC.

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**

NOTES



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.marketreach.co.uk

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