

what is door drop marketing?

Door drop marketing is one of the most powerful, cost effective ways for your business to reach new customers.

This style of marketing involves distributing your company or product information in the form of leaflets, brochures, special offers and samples to households within your target areas.

Distribution can be executed via specialist Door Drop companies or shared distribution, such as local newspaper inserts.

Our mapping solutions can help you target your desired customer base, delivering your message straight to their homes.

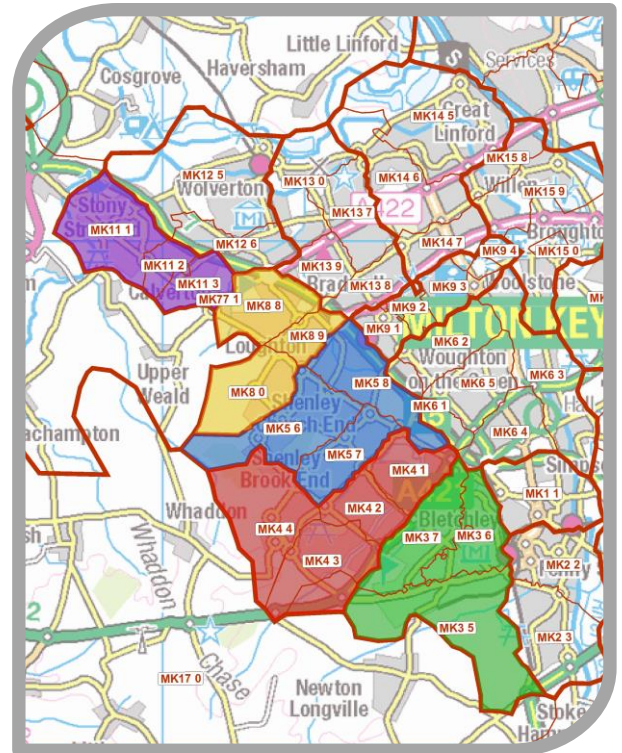


Fig 1: Targeted Postcode Sectors for a door drop marketing campaign

establishing targets

Before you start, it is essential to determine the areas you want to send your marketing material to whether they are towns, council areas or distances from your store.

However you define your target area, you can use our products to construct a standard list of Postcode Sectors to define your door drop areas.

determine costs

Understanding the cost of a campaign before you start is an obvious necessity.

And once you have your list of Sectors, it is easy to calculate the number of businesses or households you will need to create leaflets for and determine the associate print and distribution costs.

locating prospective customers

Blanket distribution to entire towns is inefficient and costly as you inevitably drop leaflets into areas where there is little interest in your product. With further analysis, we can pinpoint the Postcodes that will increase your campaign profitability.

Official census statistics offer valuable insights into residential households by Postcode Sector – and this can be enormously beneficial in locating potential customers. Sectors not containing your desired customer type can be excluded from the campaign helping you to send your marketing material to just the most profitable areas.

leaflet distribution

Organising Door to Door staff to visit households within the target area, hand-delivering the marketing materials and engaging with homeowners is an operational headache for many businesses.

We can facilitate this process by providing lists of all addresses within the target area to be split between members of staff as individual call plans.

Worthingfare	Street	Dependent Locality	Post Town	Postcode
	Chilmead Lane	Nutfield	REDHILL	RH1 4EQ
	Cormongers Lane	Nutfield	REDHILL	RH1 4ER
	Blacklands Meadow	Nutfield	REDHILL	RH1 4EW
	Little Common Lane	Bletchingley	REDHILL	RH1 4GW
	High Street	Nutfield	REDHILL	RH1 4HE
	Ironsbottom	Sidlow	REIGATE	RH2 8PU
	Dean Oak Lane	Leigh	REIGATE	RH2 8PX
	Dean Oak Lane	Leigh	REIGATE	RH2 8PY
	Dean Oak Lane	Leigh	REIGATE	RH2 8PZ

Fig 2: Street lists for door to door round allocation

street level mapping

Of course, you and your staff may not always be familiar with the local area you need to distribute your marketing materials to so address lists can be supported by detailed street level maps of the target areas.

The combination of addresses and maps allows rounds to be communicated quickly and efficiently.

bespoke services

We offer flexible and cost-effective services, tailored to your specific needs.

Not sure if we can help? Call us for a quick chat to find out what we can do for you.

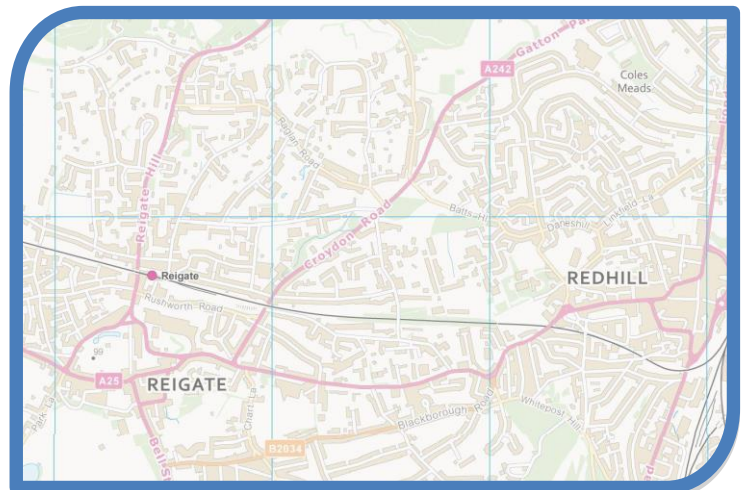


Fig 3: Street map of target areas to aid visualisation and planning