

# FLYERS & LEAFLETS: CAMPAIGN CHECKLIST



Knowledge Base

## Do your research and target your campaign

Leaflets and Flyers are a proven effective way of promoting but you need to tick off some boxes in order to make sure your campaigns are targeted. Look at what you already know, research what you don't as best you can. Always plan some system for recording response rates.

There is a lot to consider, this is only a checklist.

### ESSENTIAL CHECKLIST

- Know your purpose - clear call to action
- 'Active'? (handing out or leaving in specific places) or 'Passive'? (door drops)
- Select your demography: area and target market
- Choose your sizes and format
  - Cost out the print and delivery
  - Crunch the numbers and set goals

### HOT TIPS

- Flyer and Leaflet campaigns are best for B2B in local areas for services
- Also good for advertising events and drawing people to retail outlets
- 0.1-3% expected response rates (1% avg.)
- Proof and double-check all details before going to print
- Using a pro-delivery company is claimed can increase results by up to 30%

### 8 WAYS TO USE

- Posted through letterboxes
- Hand out in street to passers-by
- Attach to bulletin boards
- Place in cafes, libraries, meeting houses etc.
- Under car windscreen wipers
- Affix to lamposts or outdoor structures
- Inserted with newspapers or publications
- Copied and sent via email

### USE A DELIVERY COMPANY

- Using a professional delivery company is likely to improve your results. Most have a 90% + retention rate and will offer
- Market research - demograph mapping, post codes identification
  - Campaign management
- Expect this to cost close to twice the price of the print and design costs

### THE PROS

- Proven cost-effective
- Versatile, has lots of uses
- Cheapest form of advertising to spread the most number of words when all possible reach is taken into account
- Can be scaled, and planned in batches
- Works alone or alongside other forms of advertising

### THE CONS

- Some form of delivery needed- always a cost
- Can waste money if you DON'T plan
- Can be a large outlay in advance if you want to get the best print production costs
- COMMON MISTAKE - if call to action is web-based it can be hard to get good results and might need an additional incentive