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## Leaflet distribution - an essential marketing tool for the 21<sup>st</sup> century

Any business organising a marketing campaign has a wealth of digital tools at their disposal. Email, the Web, social media, to name but a few. So why, in this day and age, would people consider leaflet distribution an essential component for a successful marketing campaign?

According to a recent DMA report, total expenditure on leaflet distribution topped £1bn in 2009 and door drop leaflet volumes increased by 5.7% to 12,560 billion items. It also states that door drops “are used by 80 of the top 100 UK advertisers and, for many, it’s become a substantial part of their overall marketing mix”.

So what’s the attraction? Perhaps it’s because leaflet distribution is instant, targeted and, most importantly, **one of the most cost-effective forms of advertising.**

A door-to-door leaflet drop allows you to directly reach thousands of homes in your exact target areas for as little as **£30 per thousand leaflets**. And, unlike advertising in the local newspaper, it achieves instant stand-out, with considerably less competing messages from other advertisers.

Also, you can now have peace of mind that your leaflet will be delivered to your prospective audience, thanks to GPS technology. Robert Willford of **SURE2DOOR**, a Milton Keynes-based, leaflet distribution company, says:

“Businesses can be wary of leafleting as they don’t want to pay out good money for leaflets to be designed, printed and distributed, only for them to end up undelivered in a bin. But SURE2DOOR **completely avoids this issue** by equipping our distributors with GPS trackers. This means that we can guarantee your leaflets have been delivered at the right time to your chosen target areas.”

Leaflet distribution also offers you sophisticated geo-demographic targeting. In layman’s terms, this means you select the exact postcodes you deliver to and even tailor your message accordingly.

So, when you’re planning your next marketing campaign, if you ask yourself whether there are any other forms of advertising that can achieve both specific and blanket coverage marketing for any less outlay, the decision to use this unique medium will be simple.

For guaranteed, cost-effective leaflet distribution, call SURE2DOOR on **01908 658874**, or visit their website at [www.sure2door.com](http://www.sure2door.com)

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