

**“There are 540 TV channels, 400 radio stations, 9,000 magazines and newspapers, 100 million websites but only one letterbox. So it’s not surprising that over 80% of the top UK advertisers use door drops.”** – source: Direct Marketing Association (DMA)

Drawing on research, it shows that door drops boost awareness of a product or service and are rated higher for ROI than online, press, TV and radio with Mark Davies, DMA Door Drop Council member and MD, TNT Post (Doordrop Media) Ltd reported as saying: “Recent door drop campaigns have achieved some of the best ROI results ever, proving that consumers continue to engage with this increasingly sophisticated medium.”

Whilst there are various options as to having unaddressed mail delivered, the Royal Mail Door-to-door distribution has a number of distinct advantages:

## Timing & Impact

Arriving with the daily post means that the impact is very high. People have only one letterbox and are expecting to receive mail so they tend to notice door drops and, more importantly, actually look at them. Whilst not an actual requirement of Royal Mail, delivering your message in an envelope helps maintain the receptive nature of the recipient and lessens the chances of it being discarded without being read.

With shared deliveries (e.g. newspaper inserts), the message that you’re sending is frequently viewed as the irritating loose bit in the paper and our own experience is that it’s often easier to shake the paper over the bin before even opening the pages!

## Effective and measurable

Based on studies carried out by the DMA, Royal Mail and the Mail Media centre, Door to Door mailings are the most received communication channel in terms of recall (88%) in comparison to Direct mail (60%), TV (59% and Internet advertising (36%) with the type of marketing reported as being the one that people are most responsive also confirming door delivered items at the top of the list.

A properly executed door-to-door campaign produces measurable responses (either geographically or by response code) which can be used to carefully analyse how much interest and new business is generated.

## Flexible formats

Whilst we typically recommend always using an outer envelope to deliver the message, there are very few limits to the format used. For example, an insert may be subject to restrictions imposed by the carrier publication - with door to door distribution, as long as the item will fit through a letterbox, almost anything goes.

## Responses

Making it simple to respond is a key part to the campaign success and a mix of telephone, email and a physical response card is the preferred method for ensuring all mediums are covered and aids to the measurable nature of a door to door campaign.

## Targeted and Cost Effective

In addition to ensuring that your message has landed on the doormats of potential customers, there are now further options of selecting recipients based on both geographic and demographic criteria including areas where the predominant age or lifestyle helps identify areas with a higher proportion of your target audience than through random selection. For example, in sectors such as the renewable energy market, being able to target home-owners within a certain age bracket can help reduce the overall quantity required and increase the ROI.

Door-to-door delivery is undoubtedly considerably cheaper than direct mail but with similar results for industry sectors targeting consumers with a high value product so provides an extremely cost effective way of delivering information and your sales message.

## Scalable

With the mail-pack for Door to door not only providing a means of delivering a large level of information, the distribution can be tailored to suit capacity and increases to successful areas can be made relatively easily and quickly. Ensuring that you can manage campaigns based on your production capacity and maximum volume of work that you want to take on.