

What Can I Expect Return Wise From A Successful Leaflet Distribution Campaign?

Did you know that in 2011 alone, 23% of total sales in the UK were generated by direct mail marketing? The reason is simple – direct marketing is very effective, and that’s a fact!

There’s a lot you can expect from a successful leaflet distribution campaign, and it ranges from convenience, cost-effectiveness to increased profits.

Let’s see what more you can expect.

Direct Distribution

Do you want to know whether your target audience will see your message? If that’s your biggest worry in marketing, then you are not alone. One of biggest advantages of leafleting is being able to know that your target customers will see your message.

Compared to other types of offline advertising. Radio ads and newspapers for example are expensive, and regardless of listener numbers and circulation, how can you can be certain on the number of potential customers to hear or see your ad?

If you distribute 10,000 leaflets, then you can expect 10,000 households to see your message.

Cost Effectiveness

We are not on course to wear down the merits of Radio and newspaper ads, but as businesses always look for cost effectiveness means to get their message to the masses, it wouldn’t be right to leave out this point.

In all fairness, it is not just newspaper and radio advertising that is not as cost effective as leaflet distribution. Direct mailing is cited as being able to achieve higher returns volume, but what you’ll pay for such campaigns will be higher too.

Leaflet distribution is more cost effective that both things considered.

Greater Response

Sorry to radio and newspaper advertising, but leafleting isn’t only more direct and cost effective than these methods, it also yields higher enquires and revenues as well.

Spend less on marketing but get more from. Think of something better than that!

Greater Control Over Where You Target

While radios and newspapers can be cited here again, but then it would also be good to look at other marketing initiatives which may be used. Even the cost effectiveness of online ads may not help you reach the people or households you want to target, even if they will give you better exposure than other types of advertising.

When you use leaflet distribution, nothing will be left to chance. You won't rely on the person listening to the radio, one buying a newspaper across the street, doing online research or one perusing through the Yellow Pages. You will have given your message to those you want to see it most.

Leafleting will give you greater control over where you target, making it much easier to gauge success and performance.

A recent research study by TGI found that direct mail offers better returns than digital ads with £3.22 being generated for each £1 spent.

For more information visit [Letterbox Media Leaflet Distribution Services](#)