

# A GUIDE TO DOOR DROPS

One-to-one moments that help grow your business

 **marketreach**  
unleash the magic of mail





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# INTRODUCTION TO THE POWER OF DOOR DROPS

At Royal Mail MarketReach we are committed to providing you with ways to help you grow your business and market your brand more effectively.

And in a world where marketing has become more complex, this calls for fresh thinking.

Consumers today are being bombarded by thousands of marketing messages and as a result they're tuning out. Their trust in advertising is declining, with almost a quarter of them having already exercised their right to opt-out of direct marketing.<sup>1</sup>

So the challenge is how do you find new customers, get their attention and increase sales?

Adding a physical channel like door drops to your marketing mix can help you meet that challenge, by giving you a unique one-to-one moment with customers in their own homes.

You can target the types of customers you most want, either on a local or national scale. And you can select from almost 30 million households across the UK, choosing the location or demographics of the people you want to reach.

We've produced this guide to help you understand the value of door drops, how they work and the practical ways to create an effective door drop campaign.

<sup>1</sup>Deloitte's General Data Protection Regulation (GDPR) survey 2018

“ People engage with door drops in the home. It’s a very attention-grabbing medium. ”

*Helen Sawyer,  
Client Director,  
Formerly of The Leaflet Company*

Reach almost  
**30 MILLION**  
households or just  
a few hundred



# WHAT ARE DOOR DROPS?

Door drops are a targeted and cost-effective way of communicating a marketing message using branded leaflets, flyers and brochures without using personal data.<sup>1</sup>

And most importantly they put your message or promotion directly into the homes of customers and into their hands.

## ONE-TO-ONE CUSTOMER ACQUISITION

The fact they give you a one-to-one moment with people at home makes them an excellent channel to help you find new customers, increase sales and boost awareness. It is no surprise that 80% of the UK's top advertisers include door drops<sup>2</sup> in their marketing mix.

Whether you want to achieve broad reach across a specific location or nationally across multiple locations, door drops are a targeted way to acquire new customers at scale.



<sup>1</sup> General Data Protection Regulation (EU) 2016

<sup>2</sup> DMA Door Drop guide 2018



**of the UK's  
top advertisers  
use door drops**



**Door drops do not  
use personal data**

# HOW CAN DOOR DROPS HELP YOUR BUSINESS?

Door drops can help almost any type or size of organisation to grow – whether that’s a local plumber, a national insurance company, a restaurant chain or a charity. You can learn more about how different brands are using door drops on pages 16-21.

## **DOOR DROPS HELP BOOST SALES**

Whether you’re a large international brand or a smaller local company, door drops are a great way to drive customers to purchase online, by phone or by visiting a store.

For example, Sky successfully use door drops to acquire new customers for their TV services, whilst a local cleaning company like Maids & More increased new business by 80%. See these case studies on pages 20 and 16.

## **DOOR DROPS HELP TO BUILD AWARENESS**

Their effect goes beyond short-term sales – they stay in the home for several days, keeping your brand in front of a customer and helping to build longer-term brand awareness. On average, door drops are kept and remain in the home for 5.4 days, with 14% of them remaining present for over 28 days.<sup>1</sup>

Mail is generally remembered by customers with research showing it has 35% better recall than social media advertising and 49% more than email.<sup>2</sup>

<sup>1</sup> JICMAIL Q2 2017 – Q1 2019

<sup>2</sup> Royal Mail MarketReach, Neuro-Insight, 2018



## WAYS YOU CAN USE DOOR DROPS

Here are some of the typical uses of door drops which can be adapted to your local area or used on a national basis:

- Advertise products and services
- Trial a new product or service
- Drive web traffic
- Drive people in store
- Promote a local event
- Highlight seasonal sales and promotions
- Build cost-effective brand awareness
- Broadcast public information messages
- Acquire new customers

“Door drops have a role to play in all of the millions of customer journeys that are out there.”

*David Beale  
Global Chief Data Officer,  
MediaCom Response*



**The average length  
of time a door drop  
remains in a home**

# THE UNIQUE BENEFITS OF DOOR DROPS

## 1. CUT THROUGH IN A CLUTTERED WORLD

In a world where people are exposed to thousands of marketing messages through smartphones, tablets and TV screens, the physical presence of door drops means they're a great way to cut through the noise. They put your message into customers' hands.

## 2. THEIR PHYSICAL NATURE HELPS ENGAGE CUSTOMERS

Because door drops are tangible and delivered into homes, customers engage with them. Research shows that 73% are opened, read, filed or set aside for later and they're revisited almost three times on average.<sup>1</sup> So customers have more chances to take in your message.

## 3. EXCELLENT VALUE FOR MONEY

A campaign will reach almost 100% of the households in any given area. For just £500\* you could reach up to 8,000 households. For £5,000\* you could target up to 85,000 households. What's more, for every 100 door drops sent, 5% are shared with other people, giving you an even bigger audience than you paid for.<sup>1</sup>

## 4. PRECISION TARGETING

Using advanced targeting you can reach households that match your desired profile. Find people within driving distance of a specific location or from particular demographic groups (e.g. age, location, household consumption etc.). Door drops can be a cost-effective, impactful way of targeting the people you want to reach and you can take your pick of almost 30 million households.

## 5. THE FLEXIBILITY OF TESTING

Door drops give you the flexibility of testing on a small scale before rolling out a full campaign. So you can learn what elements of your activity – e.g. targeting, format, creative or offer – are effective or need to change before increasing your investment. Typically, an advertiser will see how a door drop campaign works in one region before rolling it out on a wider scale. Or, you might consider testing two versions to see which works best.

## 6. TAILORED MESSAGING

Door drops can carry messages tailored to particular locations, to strengthen your local ties to that area. For example, you can tailor them with different promotions or response details (e.g. branch address or phone numbers) depending on the area.

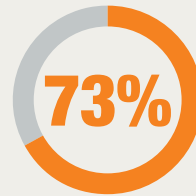
## 7. DOOR DROPS APPEAL TO ALL

They appeal to all ages and life stages, whether they are big users of digital technology or not. For instance, consumers with the heaviest mobile use interact with door drops 2.8 times on average<sup>2</sup> and users of brands like Netflix and Instagram an average of 2.7 and 2.8 times respectively.<sup>2</sup>



# 2.8

**The number of times a door drop is interacted with**



**of door drops are opened, read, filed, or set aside for later**

For just

# £500<sup>+VAT</sup>

**you could reach up to 8,000 households**

For

# £5,000<sup>+VAT</sup>

**you could reach up to 85,000 households**

<sup>1</sup> JICMAIL Q2 2017 – Q1 2019

<sup>2</sup> JICMAIL TGI Fusion, July 2017 – June 2018

\* Plus VAT

# BENEFITS OF DOOR DROPS WITH OTHER MEDIA

Campaigns that include door drops can work better than those without. Research carried out between 2012 and 2016 showed that 90% of campaigns that included door drops saw an increase in new customers, compared to 59% of those without.<sup>1</sup>

Door drops can be used effectively on their own or as part of an integrated marketing campaign alongside digital and other media such as TV, out of home, press and radio.

Including door drops in the marketing mix can help amplify the impact and effectiveness of your customer acquisition activity. Their tangibility helps drive high levels of engagement with the main shopper interacting with a door drop an average of 2.7 times.<sup>2</sup>

Research also shows that integrated campaigns including door drops achieved +18% more frequency, and +7% more reach.<sup>3</sup> This means adding door drops to your media plan can help to ensure more customers see and absorb your message.



**90% of campaigns that included door drops saw an increase in new customers, compared to 59% of those without**

<sup>1</sup> Royal Mail, Door Drop Entries, DMA Awards Meta Analysis 2012-2016

<sup>2</sup> JICMAIL Q2 2017 – Q1 2018

<sup>3</sup> IPA Touchpoints 2018

<sup>4</sup> Royal Mail MarketReach, Neuro-Insight 2018

“ Marketing nearly always works better when you combine different channels – the same applies to door drops. ”

*Melanie Welsh,  
Formerly Executive Planning Director,  
Havas heila*

**The time customers spend looking at social media ads after being primed by mail<sup>4</sup>**



# HOW DOOR DROPS WORK

Door drops are printed items like leaflets, flyers and brochures. They're delivered six days a week by our trusted Royal Mail postal employees to your desired audience's homes.

## OUR FREE TARGETING SERVICE

Using the right targeting is crucial to a door drop campaign. Your material can be beautifully designed with a compelling message, but if you don't reach the right people it could fail.

If you would like help with targeting, we offer a free service including 'Customer Finder'. It's a profiling tool which lets you choose from almost 30 million UK households, and reach them based on distance, location and demographics.

Royal Mail can help you reach customers who are most likely to respond to your campaign, for free. For more help with targeting through the Royal Mail Door to Door service, please call us on 0333 456 1395. One of our advisers will be happy to help.

## IDENTIFYING AND LOCATING YOUR AUDIENCE

We can target potential customers in many ways and reduce wastage by targeting the right kind of people. There are several ways to target the best households for your activity. Here are a few of the most popular strategies used by door drop advertisers:

### 1. DISTANCE

- Reach only those people who are within a certain distance
- This can be done either by miles from a certain point or drive time
- By being selective, you can target people who are nearest to you rather than those who are unlikely to be able to reach you

### 2. LOCATION

- You may know the area well and know which areas you want to target
- If you only want people who live in certain houses or areas, postcode mapping will allow you to select those places
- You can target your audience using location, road or postcode

### 3. DEMOGRAPHICS

- Age
- Household structure (i.e. married, single, number of children etc.)
- Wealth of householders
- Type of housing e.g. semi, bungalow, terrace etc.

### 4. USING TARGETING TOOLS

- Use geo-demographic audience targeting tools like CAMEO and Experian to find households. Please contact Royal Mail Door to Door for help with using targeting tools

“ Door drops have remained a successful channel because they’re a very measurable, accountable medium. ”

*Helen Sawyer,  
Client Director,  
Formerly of The Leaflet Company*



# BRANDS EFFECTIVELY USING DOOR DROPS

## MAIDS & MORE

### BACKGROUND

Maids & More is a home cleaning and maintenance business based in Henley-on-Thames, Oxfordshire. Owner Linda Fox wanted to grow the business by running an acquisition campaign.

### THE CAMPAIGN

They used door drops to target local addresses using CAMEO targeting data to select the best potential customers.

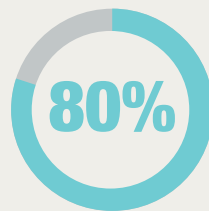
In just 12 months Linda Fox created a thriving business and Royal Mail Door to Door was absolutely key to her success.

13,000 addresses were targeted in the local area and the cost, including printing, was around £1,100.

### RESULTS

They initially recruited seven new customers, each with an average yearly value of £3,500, meaning the campaign generated a significant Return on Investment (ROI) of over 22:1.

The campaign was a major success and Linda's advice for anyone else starting up a small business was "There is a huge amount of free advice from Royal Mail, your bank manager, Business Link and Inland Revenue. I attribute my success to all the free advice I have received, and to my team. And, of course, using door drops to find new customers."



**New business  
increased by 80%**



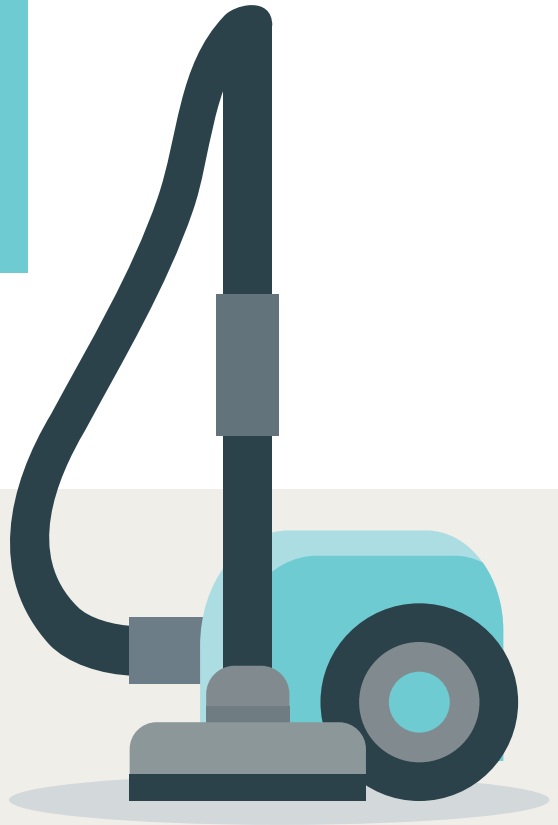
“ It is extremely cost-effective... and we don't actually use any other form of marketing now. ”

*Linda Fox,  
Owner, Maids & More*



**Return on investment of over**

**22:1**



# BRANDS EFFECTIVELY USING DOOR DROPS

## MOVEMBER

### BACKGROUND

The Movember charity needed to reach new donors, engage them, and encourage sign up for their 2018 event. Post GDPR, their database was much reduced. So they were keen to find another way to engage supporters.

Movember chose door drops because, in today's digital world, they believe a piece of print is likely to be more disruptive than an online campaign. GDPR also meant they had lost most of their database and door drops were a compliant acquisition solution that didn't require personal data.

### THE CAMPAIGN

Whistl built a targeting model using anonymised donor data to identify key postcode sectors with a high penetration potential of donors. National and regional Mosaic profiles enhanced the targeting approach.

An impactful door drop followed, using the intriguing headline 'Shave the Date'. Sent to 250,000 households, the mailing explained the 'what, how and why' of Movember. An incentive was also included, offering a free branded razor to the first 20,000 people to sign up.

“ We were delighted with the results. The door drop has been such a success that we are looking at rolling it out in a bigger way to more targeted areas. ”

*UK Marketing Director,  
Movember*



## RESULTS



**1,500**  
new donors



Over  
**300**  
existing donors  
signed up again

# BRANDS EFFECTIVELY USING DOOR DROPS

## SKY

### BACKGROUND

Sky needed to attract large volumes of Freeview customers. But with research consistently showing that Freeview customers didn't usually see the value in pay TV or felt it was too expensive, the broadcaster introduced an entirely new approach to create impact and cut through to attract new customers.

### SOLUTION

Sky grabbed Freeview customers' attention and enticed them to switch by showcasing their most popular show, Game of Thrones. This was combined with a compelling half price offer (Get the whole story for half the price) and communicated in an unusual square format to ensure doormat stand out.

### RESULTS

Acquisition (enquiries) was 15% above target and conversion (sales) 18% above target, showing that the "whole story, half the price" offer was hard for people to refuse as both an emotional draw and a rational deal.

Incremental sales beat the previous champion door drop by 22%, delivering a 1.7:1 Return on Marketing Investment (ROMI).



**Acquisition (enquiries)  
was 15% above target**

“ Door drops are a key medium for Sky – they enable us to get broadcast coverage at a low cost. For this campaign, we were able to refresh the creative by capitalising on our great content and introducing a new format. ”

*Liam Popham,  
Marketing Manager, Sky*

**Incremental sales  
beat the previous  
champion door  
drop by**

**22%**



# SIMPLE STEPS TO SUCCESSFUL DOOR DROPS

## 1. AGREE YOUR OBJECTIVES

Have a clear idea about what you want your door drop to achieve, e.g. increase footfall in store, drive sales online, or generate leads to follow up. If you have one clear goal, this will help your campaign succeed.

## 2. TARGETING THE RIGHT PEOPLE

Understand who your best customers are. What are their key characteristics, where do they live, how do they reach your business? Use this information to target similar looking prospects.

## 3. YOUR OFFER AND WHAT TO SAY

For your message to stand out, is there something you offer that is uniquely different from your competitors? Are you able to give an incentive to drive people to respond?

## 4. THE CREATIVE AND PRINT

You want people to notice your message, so make sure the design and format of your printed door drop has sufficient impact to stand out on the doormat.

## 5. RESPONSE AND MEASUREMENT

Think about how you want your customers to respond to you: visit your store, website, phone or email you. And, how the door drop fits in with your other marketing communications. Agree a way of measuring its impact and ROI compared to other activity. For more information on measurement, see page 28.

Following these simple steps will help you ensure your campaign is as successful as possible.



# MORE HINTS AND TIPS TO HELP YOU...

## GET STARTED

### DEVELOPING EFFECTIVE CREATIVE

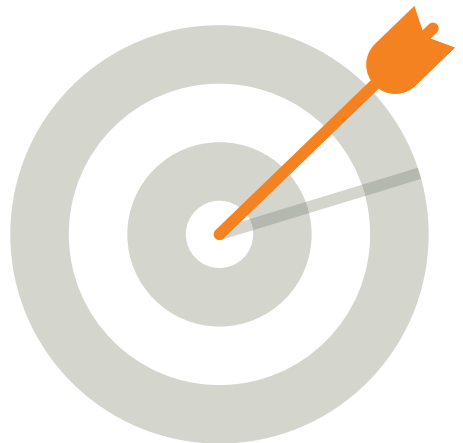
Getting your message across clearly and with impact is a key component to the effectiveness of your door drop. Here are some fundamental creative principles, which, if you apply them, could help your campaign do well.

### KEY MESSAGE

This is the most important part of any communication. What is the single most important thing that will make someone buy your product or want your service? Why is someone going to want what you can provide?

Do you have something new, exclusive or special to offer that might be relevant to your customers? If you are local to the people who receive your message, make that clear. Also, are they likely to be interested in your message now or in the next few months? If the latter, it's worth suggesting they keep your leaflet.

Speak to Royal Mail about the new user discount.





## GETTING ATTENTION

Your door drop should stand out and make people read it. You can create impact through use of colour, shape, size or format or by having an eye-catching headline.

For example, Freeview produced a pink feather to emphasise the quality of HD television. The feather, representing a flamingo, dramatised the fact that the picture captures real life – it was like having the flamingos in your living room.

The Salvation Army® identified local war heroes from particular areas and featured them, making the door drop feel more relevant to the person receiving it. Even something like cutting a card into an interesting shape will work harder than a simple flyer when it comes to capturing attention.

Or perhaps you could create something useful or informative that earns its place on the fridge? And remember, your door drop could land either way up, so it's good to have something attention-grabbing on both sides.

## CALL TO ACTION

The best call to action is written plainly and precisely so that the customer is clear about what they need to do next. Give a deadline for customers to respond by and be clear about how you want them to respond – visit you, call you or go online.

Make sure you have worked out your key message first.



# MORE HINTS AND TIPS TO HELP YOU...

## GO LIVE

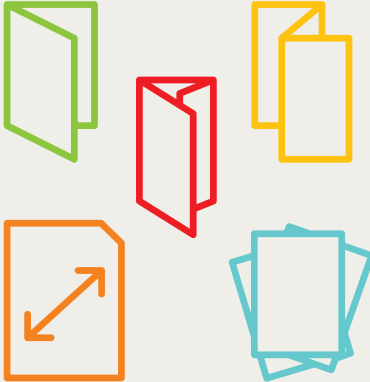
### PRINTING YOUR DOOR DROP

Speak to a few printers to ensure you're getting a competitive quote.


The cost of printing your door drop will be calculated based on the weight and size of the piece you are producing.

Speak to your printer about different options as they may be able to show you examples of what others have done.

Whilst a smaller format can be cheaper it may not be the case that the smallest, nor cheapest, is most effective. You can always test different formats to see what works.



Talk to your printer about all your options for formats.



# MEASURE SUCCESS

## **MATCH MEASUREMENT GOALS TO CAMPAIGN GOALS**

Make sure that the information you gather and report shows you how well your business goals are met e.g. number of people who visited a store if you are promoting an in-store offer.

## **DIRECT RESPONSE RATES**

Make sure you are correctly set up to measure (e.g. website analytics) and handle the response before you launch your campaign. Don't create demand you can't fulfil.

## **GAIN INSIGHTS TO IMPROVE FUTURE CAMPAIGNS**

Use each campaign to test effectiveness and compare the success of different variables such as leaflet format, type of offer and response mechanisms e.g. call a number, visit a site etc.

# MORE HINTS AND TIPS TO HELP YOU...

## MEASURE SUCCESS

### ROI:

A simple sum – take the total revenue generated, minus the cost of your door drop, and divide this by the cost to work out the return on every pound spent (e.g. £2 return for every £1 spent).

### SALES REVENUE:

How well your door drop campaign performed over a certain period of time after your campaign.

### BRAND PERCEPTION:

- Customer surveys
- Feedback from inbound phone calls
- Increases in online searches
- Monitoring likes, comments and shares on social media

### QUALITY OF DATA AND TARGETING:

- Response rates and sales values from different segments
- Sales figures and uplift in other media
- Types of product sold to different groups

### CREATIVE IMPACT:

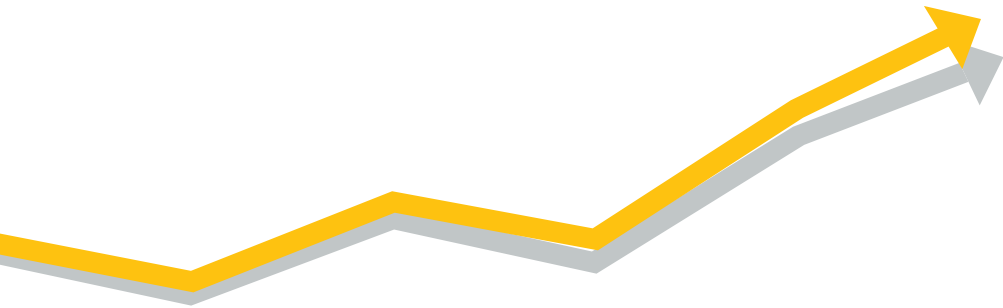
- The results of split tests (e.g. offers or formats)
- Feedback from follow-up calls and social media activity
- Whether responses come in over a long period, suggesting the door drop was retained for future use

### CUSTOMER PREFERENCES AND BEHAVIOUR:

- Response rates for different calls-to-action (e.g. email, phone, online)
- The spread of responses – when was the peak?
- The steps customers take from response to placing an order

Always work out the ROI for your campaign.





### **MEASURING RESPONSE:**

- Offer codes you can track back to the source
- Dedicated web address, phone number or email address
- Extra sales over the longer term

### **OTHER FACTORS TO CONSIDER:**

- Period of time – response can be stretched over a long period
- The impact of external factors, such as the weather
- Delivery timing – day, week, month, year

Try and discover the key factors that contributed to the results you achieved.



# CONCLUSION

In a world that's dominated by screens containing advertising 24/7, it is getting increasingly hard to find ways to make your message stand out. Especially if you are operating with limited resources and modest budgets.

More than ever, getting your message to cut through to new customers calls for a physical channel like door drops. A highly targeted channel that gives you a unique one-to-one moment with customers in their own homes as part of your marketing mix.

**“ Door drops get a good return on investment because people engage with them. ”**

*Sonia Hitzelberger  
Sales Director, Whistl*







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