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Over the years it has been proven that one of the most effective ways to promote your business or the services you provide is to drop a leaflet through prospective customersâ€™ doors. If you sell a particular product or offer a particular service then it is essential to let prospective customers know about the kind of service or product you offer. You therefore need to look in to a direct marketing leaflet distribution campaign to promote or sell your product. Customers will find it harder to ignore a leaflet which has dropped through their letter box and must pick up. This is a tried and tested method that gives outstanding results and is a well proven tool when it comes to boosting brand awareness.

Direct marketing has become easier in recent years through improvements in house to house leaflet distribution. So without question one of the most effective techniques to promote or advertise your product is through leaflet distribution or door drops.

You can embark on the right kind of domestic or commercial leaflet distribution campaign and you will get the results you desire. With this leaflet distribution system you can achieve an effective marketing campaign quite easily without much hassle.

Now letâ€™s have a look at the benefits of leaflet deliveries/door drops:

Reliable and Effective solution

When leaflet distribution is handled by professional door to door leaflet distribution companies you can rest easy and trust in their experience and expertise.

Printing and distribution

When looking for a company to provide leaflet distribution services it makes sense to choose a company who can facilitate both the printing and distribution in order to keep costs to a minimum.

When you are choosing a leaflet distributor you need to choose a reputable company. A reputable company always follows a tried and tested leaflet delivery method that will prove the most effective. There are generally three different leaflet distribution methods:

â€¢ Solus Distribution â€“ The leaflet delivered on its own by the door drop teams with no other advertising material. This can easily target anything starting from mapped areas, postal areas, council or parliamentary boundaries or bespoke areas.

o Checklist - The checklists provided by the clients are returned to the clients two weeks after the completion of the door drops.

â€¢ Newshare Distribution â€“ Your leaflet can be easily distributed within newspapers. Therefore, this can be considered one of the most cost-effective methods.

â€¢ Shared Distribution â€“ There can also be a combined delivery between newspaper and Solus methods.

o Royal Mail â€“ There is also the option of delivery via standard postal deliveries through Royal Mail.

Therefore, for leaflet distribution, leaflet deliveries, leaflet drops, direct marketing matters get in touch with one of the UKâ€™s most reputable direct marketing companies. The company covers the whole of the UK market. You can contact them for leaflet distribution, leaflet deliveries, leaflet drops and direct marketing campaigns.

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Dbslimited - About Author:
DBS Marketing focuses on highly targeted leaflet and flyer distribution campaigns. For leaflet distribution and a leaflet deliveries, get in touch.

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