

The Art of Flyer Distribution

Delivering flyers as part of your marketing plan is an extremely important activity which has the following results:

- **Direct leads are generated**
- **Your brand becomes well known in the community**
- **Your PPC campaign is supported by your offline messaging**
- **You become seen as the 'local' provider of quality one-to-one home tutoring**



Delivering flyers/marketing collateral is a sales process. We are trying to unearth 'prospects' hidden behind doors and curtains. Be in no doubt, those prospects are there, and they can be turned into leads. However, as with all sales activity, finding prospects and generating leads requires planning and sustained effort.

There is no silver bullet!

Follow the steps below to ensure the best results from flyer/marketing collateral distribution:

1. Identify between 1800 and 2400 homes in your territory which are likely to fit your target demographics.
2. Divide these homes into groups of between 300 and 400, creating 6 groups.
3. Create a schedule, where you will deliver to one group each week.
4. Plan 4/5 items of marketing collateral that would suit residential delivery, e.g. bookmarks, post cards, flyers, special offers, tri-folds, etc.
5. Select one of these pieces of collateral (call this "message one") to use on your first rotation of the 6 groups. (Our School is Easy brand guide is available here for ideas).
6. Deliver "message one" to every home (300/400 homes each week for 6 weeks).
7. Begin the process again in week 7, using your second piece of collateral "message two".
8. Begin the process again in week 13, using "message three"...and so on.
9. When all messages have been delivered, start again at the beginning, or identify a new group of homes (see step 10).
10. Ideally, find someone you can trust (like an existing staff member or a reliable tutor), who would like to earn extra cash to operate another residential area, and train them.
11. Deliver flyers in the early evening, between 18.00 and 21.00 – This is VERY IMPORTANT for a number of reasons:
 - a. This is the time when people are most likely to be at home and is therefore when most leads are generated.
 - b. Other deliveries which have come through letter boxes earlier in the day (post, charity envelopes, flyers, magazines, etc.) will have been cleared away. So your message will have the best chance of appearing on its own and at the right time.
 - c. The more people who are at home, the more chance you have of being able to speak with someone about our service. (A flyer placed in someone's hand with a brief, friendly chat about our service, is worth much more than a flyer dropping on a door mat!)

Build this process into your Community Marketing Activity planner and keep it going. Be persistent and don't expect immediate results – your repeated messaging will begin to build trust and brand recognition, but be happily surprised if you get one or two leads in your first few rotations.

Flyer distribution works WHEN it is carefully planned and consistently executed!



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