

How to make your campaign work – works for most media, not just leaflets

Objective – what do I want to happen?

Target Audience – who do I want to talk to?

Unique selling points – why someone should choose us?

What we do – what information do I need to get across?

Call to action – reason for someone to contact us now (the offer makes a difference)

Return on investment – how many customers do I need to pay for the campaign?

To do this you need to know how much a customer is worth (start with your average value order then multiply by the number of times a customer will buy, on average)

Value of a Customer = Average sale _____ x _____ number of purchases = £ _____

How many new or reactivated customers do I need to make my marketing pay for itself

Questions you need to answer before doing any marketing. What is my budget? _____

Why am I doing marketing?

What results do I expect? Is that realistic?

What factors am I using to guarantee the results I want? How will I track the results

What are my competitors doing? Is this relevant? Do I want to compete?

What is the market leader doing? How can we use that knowledge?

What is the best offer I can do to guarantee the best results – This will help me track the results

What can I offer that my customers perceive as high value, but has low cost to me

What method of marketing will I use? Leaflets, Radio, Social media, Google Ad words etc.

If you need help with any aspect of this please contact andrew@leafletdeliveryuk.com

or tel: 01253 739662