

**TOP TIPS ON DELIVERING
THE PERFECT SEASONAL
DOOR DROP CAMPAIGN**

LDM

**Too early to think about Christmas?
In business, no such thing, and LDM
will be here to make sure that sleigh
bells aren't the only thing ringing!**

So, here are our top tips for getting the thing
that's top of your list this year - an oversized
selection box of new leads.



Christmas campaign distribution made easy with LDM

**FIRST THINK
ABOUT
CONTENT.**

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Include a sense of urgency:

“Book by the 5th of December to ensure your booking for the Christmas feast”

“Our last cleaning timeslot is 4pm on December 21st, book now!”

“Book your Christmas mani-pedis up until two days before Christmas”

Incentivise your audience:

Print discount codes on the
leaflets

Offer loyalty bonuses to repeat
customers

Explain what they will gain from
booking with you now

Think about your design:

Your design needs to engage the audience you are targeting. What will they respond to?

Which industry are you in? Information and design for a restaurant will be wildly different to a nail salon

How can you make it easy? QR codes linked to a URL or phone number will make it easy to interact with you, and allows you to track response rate! [Learn more about using QR codes](#) on your flyers/leaflets



Getting your message right can make all the difference in a door drop campaign

Want to ensure your design will hit the spot? Our team has been there and done it for over 10 years, [give them a call](#) and they'll be happy to share their experience.

**THEN NAIL THE
DISTRIBUTION.**

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**“Why do I
need to think
about this
now?”**

Booking early allows you to beat the
printing and distribution rush

Getting your message out asap, puts
you in prime position to be your
audiences' first choice

**“HOW MUCH
IMPACT DO I
WANT TO
MAKE?”**

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BEING THE ONLY BRAND ON THEIR DOORMAT GETS YOU NOTICED, AND CHOOSING SOLUS DISTRIBUTION CAN MAKE THAT HAPPEN. LEARN MORE ABOUT [THE ADVANTAGES OF SOLUS DISTRIBUTION](#) IN THIS BLOG POST WE WROTE ON THE TOPIC

MAKE SURE YOU DELIVER YOUR CAMPAIGN, AT A TIME WHEN YOUR BUSINESS IS NEEDED.

ARE YOU HELPING YOUR CLIENTS GET CHRISTMAS PARTY READY?

OR PERHAPS YOU ARE HELPING THEM CLEAN UP THEIR HOUSE FOR DINNER GUESTS?

“Do I know my audience?”

Data-led targeting for door drop campaigns is as sophisticated as anywhere else in marketing. It allows for personalisation in your campaign, which will make a significant difference in your response rate. At LDM these are just some of the elements that you can think about:

Life stage

Family status

Wealth level

Age range

Religious background

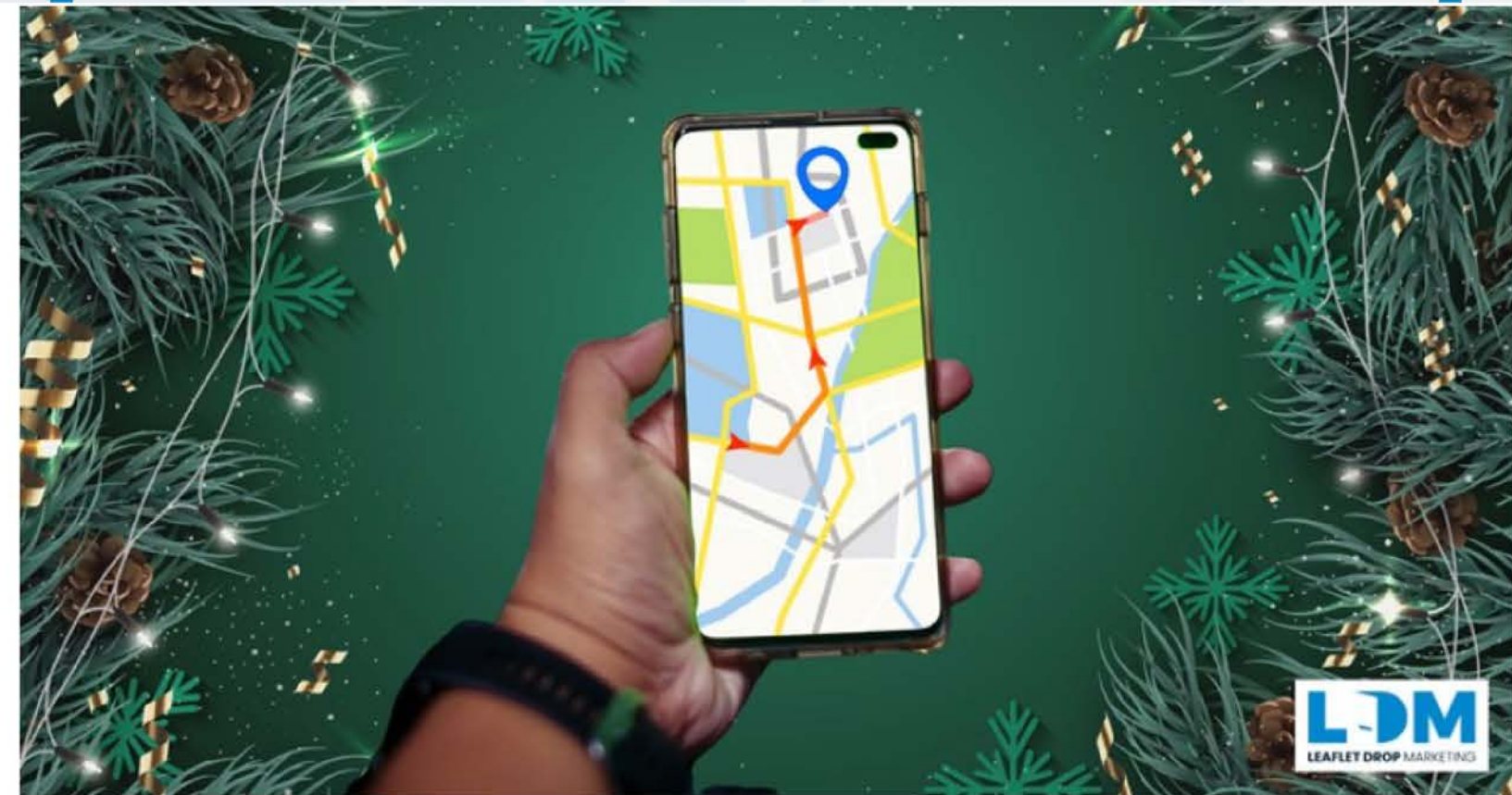
Education

“How do I know my distributor is reliable?”

Can I expect a consistent service, free of disruptions such as postal strikes?

Will my campaign be fully trackable with on-person GPS?

Do I have access to proactive account managers that will keep me updated on my campaign progress?



Full on-person GPS tracking gives reassurance that your door drop is in progress

Do not panic.

Reading this, realising what the date is, and panicking that there isn't enough time to get a campaign together? Don't worry! The short lead times at LDM mean your leaflets can be on doormats the day after we receive them, and we distribute up until 23rd of December each year.

If you have never worked with us before, use the special discount code: LDMCHRISTMAS10 to get 10% off your next campaign. [Get in touch now.](#)

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