

LEAFLET DISTRIBUTION CHECKLIST

*Everything you need to check
before, during and after your
leaflet campaign.*

MrFlyer

Start with the basics

Before you think about quantities, printing or distribution dates, be clear about what you want your campaign to achieve.

Campaign details

☐ Generate enquiries ☐ Increase bookings ☐ Promote an offer ☐ Launch something new

Campaign Name		Campaign Budget	
Ideal Customer		Date Starting	
Target Areas		Main Offer	
Number of Homes		Main CTA	

QUICK TIP

Start with the customer, not the postcode. Knowing who you want to reach makes it much easier to decide where your leaflets should go.

Know what you're trying to achieve

A leaflet has a very short window to earn someone's attention. Before opening your design software, check that you can answer these questions.

- ☐ I know exactly what I want the campaign to achieve.
- ☐ I know who my ideal customer is.
- ☐ I understand the problem, need or desire I am addressing.
- ☐ I have a clear reason for someone to respond.
- ☐ I have decided what action I want the reader to take.
- ☐ I have chosen the areas where my ideal customers are most likely to live.
- ☐ I have set a realistic campaign budget.
- ☐ I know how I will measure the results.

WHY IT MATTERS

If you can't explain your campaign simply, your customer may struggle to understand it too. Clarity comes before creativity.

Will they understand it in 3 seconds?

Your leaflet has to earn attention before it can generate a response.

1. Bold Headline

2. Eye-catching image

3. Clear Call To Action

- ☐ My main offer is immediately obvious.
- ☐ The main benefit is easy to understand.
- ☐ I have avoided unnecessary jargon.
- ☐ The leaflet is easy to understand.
- ☐ I have used images that support the message.
- ☐ I have given people a reason to respond now.
- ☐ My phone number, website and QR code are correct.
- ☐ My headline is clear.
- ☐ I have focused on the customer rather than simply talking about my business.
- ☐ There is one clear primary message.
- ☐ The most important information stands out.
- ☐ My branding is clear but doesn't overwhelm the message.
- ☐ I have one obvious next step.
- ☐ I have proofread everything.

THE FIVE SECOND TEST

Show your leaflet to someone who doesn't know your business. Give them five seconds, then ask: "What do you think this leaflet is offering?" If they can't answer quickly, simplify the message.

Don't target everyone. Target the right people.

The objective isn't simply to reach more homes. It's to put your message in front of more of the right households.

- ☐ I know which areas contain my ideal customers.
- ☐ I have identified my priority postcode areas.
- ☐ I have considered the types of properties I want to reach.
- ☐ I have considered local demographics where relevant.
- ☐ I have considered whether my service area is realistic.
- ☐ I know approximately how many homes are in my chosen areas.
- ☐ I have identified areas I don't need to cover.
- ☐ I have prioritised my best areas rather than spreading my budget too thinly.

My priority areas

Areas	Priority
	☐ High ☐ Med ☐ Low
	☐ High ☐ Med ☐ Low
	☐ High ☐ Med ☐ Low
	☐ High ☐ Med ☐ Low
	☐ High ☐ Med ☐ Low

REMEMBER

More homes ≠ more customers. Paying to reach households that are unlikely to become customers can be more expensive than reaching a smaller, better targeted area.

Before your leaflets go out

Once your leaflet is designed, make sure the distribution itself is properly planned.

- ☐ I have confirmed the number of households being targeted.
- ☐ I have confirmed the distribution areas.
- ☐ I have agreed the distribution dates.
- ☐ I know exactly which areas are included.
- ☐ I have allowed enough time for printing and distribution.
- ☐ I have confirmed the distribution method.
- ☐ I know who is responsible for the campaign.
- ☐ I have asked how distribution is monitored or checked.
- ☐ I have asked what reporting is available.
- ☐ I have confirmed any areas or properties that should be excluded.
- ☐ I have kept spare leaflets for follow up or future testing.

GOOD DISTRIBUTION IS MORE THAN NUMBERS

10,000 poorly targeted or poorly managed deliveries aren't necessarily better than 5,000 carefully planned deliveries. Coverage, targeting and accountability all matter.

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Don't distribute blindly.

Getting your leaflets through the door is only part of the campaign. You also need to know what happened afterwards.

QR CODE	UNIQUE CODE	LANDING PAGE
Track scans	Track offers	Track visits

- ☐ Unique promotional code
- ☐ Dedicated landing page
- ☐ QR code
- ☐ Dedicated telephone number
- ☐ Unique promotional code
- ☐ Dedicated landing page
- ☐ Campaign specific offer
- ☐ Ask customers how they heard about you

My tracking method

My promotional code

My landing page

Ready. Set. Distribute.

A campaign can lose momentum if your business isn't ready to handle the response.

- ☐ Leaflets have arrived.
- ☐ Correct quantity received.
- ☐ Correct leaflet version received.
- ☐ Print quality checked.
- ☐ Distribution areas confirmed.
- ☐ Distribution dates confirmed.
- ☐ Correct leaflet version received.
- ☐ Offer is still valid.
- ☐ Website is working.
- ☐ QR code has been tested.
- ☐ Phone number has been checked.
- ☐ Booking system is working.
- ☐ Staff know about the campaign.
- ☐ n Someone is available to respond to enquiries.
- ☐ Any campaign specific discount or offer is set up.

DON'T FORGET

A successful leaflet campaign can create a sudden increase in enquiries. Make sure your business is ready to respond.

What did your campaign actually do?

LEAFLETS	ENQUIRIES	CUSTOMERS	REVENUE

YOUR CAMPAIGN COST

- ☐ Printing £ _____
- ☐ Distribution £ _____
- ☐ Design / other costs: £ _____
- ☐ TOTAL CAMPAIGN COST £ _____

Cost per enquiry	Cost per customer
Campaign cost ÷ enquiries	Campaign cost ÷ customers

FOLLOW THE JOURNEY

Leaflet -> Enquiry -> Customer -> Revenue
An enquiry isn't necessarily a customer. Where possible, track the full journey so you can see the real value of your campaign.

Don't just finish the campaign. Learn from it.

WHAT WORKED?

WHAT DIDN'T WORK?

WHICH AREAS PERFORMED BEST?

WHICH OFFER PERFORMED BEST?

WHAT WOULD I CHANGE?

NEXT CAMPAIGN

- | | |
|---|--|
| ☐ Repeat the same campaign | ☐ Use the same areas with a different leaflet |
| ☐ Test a different offer | ☐ Test different areas |
| ☐ Increase distribution | ☐ Reduce distribution |
| ☐ Run another campaign and compare results | |

YOUR BIGGEST LESSON

The most useful thing I learned from this campaign was:

READY TO GET YOUR CAMPAIGN MOVING?

*You've done the planning. Now let
us help you put your campaign in
front of the right households.*

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