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**A  
SIMPLE  
GUIDE**

**HOW TO MAKE YOUR CAMPAIGN**

**WORK**

**Leaflet  
delivery UK**

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This is intended to provide a very, very simple way to create a good marketing message aimed at the right audience and provide a return on your investment.

The media you use to reach your audience is your choice but with this you will have some tools to measure what you are doing.

This is intended to be used with the very simple sheets we have provided.

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## WHERE TO START?

The following pages can be completed with short answers that you can refer back to and will help focus on the results you want

This simple step is key to your campaign's success

- Market
- Message
- Media

Try to answer these questions

What does my ideal customer look like?

What do they want?

Where would I find them?

# MARKET

- Who is the audience you want to reach?
- Are they based geographically if you are a local/regional business?
- Are they identifiable by certain characteristics, age, income, health, habits, children etc. ?
- Do your best customers have a demographic profile, age, sex, hobbies, location?
- What do your best customers have in common?
- Try to create a picture of your ideal customer. Where do they go? What do they do? Where would you find them?
  - For example do they have a good job, drive a car less than 3 years old, and are active with sport. What sort of house do they live in and what sort of area? (this won't always be perfect but it gives you a start in deciding your message and media)

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# MESSAGE

- What do you want to say, what is your objective?
- How can you best engage with your prospective customer to turn them from a prospect to a customer?
- Give them a reason to buy

Try to answer this question

Why should a prospective customer choose you rather than any other option?

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## MESSAGE - OBJECTIVE

Deciding your objective simple but it is amazing how many businesses forget this step or simply say – I want more customers

You don't just want more customers, you want more of the right customers.

What reaction do you want from potential customers?

What message are you trying to get across?

Awareness is easy, but that seldom results in quantifiable sales

Are you looking for quantifiable sales? If so you need to be more specific and give your customer a reason to buy

Are you trying to win business from competitors? – This is particularly true if you are a new start up

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## MESSAGE - WHAT DO YOU DO

- The important thing to remember here is what your objective is
- What message do you want/need to get across
- Simply – what is your message
- Depending on the medium you use you will have a limited amount to get across – focus on the important

# MESSAGE - UNIQUE SELLING POINTS

- What makes your business special/different
- Why should someone choose your business instead of a competitor?
- This is not always easy to quantify if you are offering similar services to your competitors
- Here is a little secret – think like a customer, not the owner of your business
  - High perceived value, low cost
  - There is often something in your business that you can tempt customers with that costs relatively little to you
  - Take a café for example, often they will do a deal on food but often the beverages cost a fraction and can be used to tempt
  - Be careful though there has to be a value to the customer to make them take action
- Basically there are 2 strategic thrusts that will define where your business is in the Marketplace – know where you are
  - Better
  - Cheaper

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## MESSAGE - CALL TO ACTION

- What is it that will make someone call you/get in contact?
- What do you have that customers value but doesn't cost you a lot? (High Perceived value low cost)
- Keep it simple and relevant
- The offer makes a difference – If your message and offer are not good enough, don't blame the medium
- YOU – are responsible for the success of your campaign – make sure it is good enough and you track the results

# MEDIA

- Which media to choose?
- There are hundreds of different methods to promote your business, we have gathered together a list of the 50 or so main ones with space to add any specific for you
- A media mix is good but only if you can afford it but don't be tempted to do too many things at the same time as you will find it harder to track and always test the media and scale up depending on your success.
- Where can you find your best customers? – this is a great way to stop and think, once you know what they look like you can more easily target them. Will they be at the gym, golf club or just at home, target a leaflet drop. What do they read, target that magazine. Are they at work, send some direct mail

Which media do I plan to use? – (make your notes here)

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# MEDIA - TARGETING YOUR AUDIENCE

- Where do your customers come from? Is there a relatively definable catchment area?
- What sort of customers do you want? What do your best customers have in common?
- What gives you your best payday?
- Do your best customers have a demographic profile, age, sex, hobbies, location?
- The more you know about your customers the easier it is to choose the correct media – because you will know where your customers are likely to be and what their interests are and what they will be reading/watching etc.

# MEDIA - CHOOSING THE RIGHT MEDIUM

There are many places and ways to spend your marketing money

Ideally you should review this Monthly or quarterly and certainly every year

Don't be tempted to choose a medium until you know your audience

One of the reasons we like direct mail so much is because it reaches the right audience, either geographically or as a list



## Marketing plan

39 Opportunities to find a customer

Activity	Trial Date	Budget spent	Cost per lead	Cost per sale
Leaflets				
Direct Mail				
6 sheets				
Bus advertising				
Catalogue/Brochure/pricelist				
Business/discount cards				
Contacts/Affiliates				
Facebook Ads				
Facebook Page				
Events				
Email				
Celebrity endorsement				
Discovery Days				
Exhibition				
Field/Telesales				
Google Ads				
Google my business				
Google re-marketing				
Instagram				
Linked-In				
Live chat				
Merchandise				
Print adverts				
Press release				
Radio				
Referrals				
Reviews				
Sandwich Boards				
SEO				
Text/SMS				
Sponsorship				
TV Ads				
Vehicle signage				
Videos				
Website				
You Tube				
5 Either side				
Bounce back/ vouchers				
Networking groups				

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# RESPONSE

- The most common reason why any campaign fails is not spending enough time on the 3 things mentioned earlier, Market, Message, Media
- We all think that a potential customer will respond immediately as soon as they see our advert. What we forget is that they have 55 other things to do too and sometimes even forget, that is why we need to repeat our message. We know Cadbury sell chocolate but they still remind us which brand to buy
- So we need to repeat our message and if necessary test different messages

# RETURN ON INVESTMENT

- This is the ONLY reliable barometer of how successful your campaign is
- If you have never done this before it is a very good and simple way of checking if your marketing is working
- Firstly, you need to work out what a customer is worth – on average
- To do this you can simply divide a months turnover by the number of customers, you may then need to multiply this by the number of times they buy from you each year = value of a customer
- You can then work out roughly how many customers you need from each form of marketing
- It is always worth working out the number of leads you get from each form of Marketing method and the number of sales
- You may generate lots of leads from some media but if non of them become customers you may be talking to the wrong audience or your message is not quite right because you are generating the WRONG type of leads – that is why this checking method is so important

# THE VALUE OF A CUSTOMER

How much does a customer spend on average \_\_\_\_\_ x the number of times they buy in a year \_\_\_\_\_

Gives you the value of one of your customers \_\_\_\_\_

You can then work out how many sales you get from any given campaign to work out which media gives you the best return and concentrate your efforts there.

Media spend e.g. leaflets £ \_\_\_\_\_ Number of sales from Media spend e.g. leaflets \_\_\_\_\_

X The Value of a customer \_\_\_\_\_

= return on investment \_\_\_\_\_

You should then be able to see what is working and what isn't

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# HELP

You don't have to be an expert in this you can ask for help.

We have been working with businesses of over 20 years and have plenty of experience we can share

We also have a great track record in creating campaign – THAT WORK!

If you need help call us on 01253 739662

Or email: [andrew@leafletdeliveryuk.com](mailto:andrew@leafletdeliveryuk.com)