

# Door Drop

DATASHEET 2024



Send DM's Door Drop service is an efficient and cost-effective method for reaching a broad audience.

Businesses can directly engage potential customers without needing personal data by distributing unaddressed leaflets, flyers and promotional materials. Ideal for promoting local offers, events, or brand awareness, door drops enable companies to target specific geographic areas with precise control over distribution.

## Core Features

### Broad Reach

Send DM's door drop service allows you to connect with thousands of households or businesses in your chosen area without needing personal data, offering a GDPR-compliant approach.

### Quick Turnaround

Our streamlined process ensures fast distribution of your materials, allowing you to launch campaigns quickly and effectively.

### Cost Efficient Distribution

Door drops are one of the most affordable direct marketing strategies, making them ideal for large-scale distribution with minimal cost per item.

### Geographic Targeting

Focus your campaign on specific postal sectors or regions to ensure your message reaches the most relevant audience for your business or promotion.

### Customisable Campaigns

Tailor your materials to align with your brand and messaging, ensuring they are impactful and resonate with your target audience.

## Our Services



### Leaflet & Flyer Distribution

We distribute your marketing materials - whether leaflets, flyers, or promotional items - directly to businesses or households within your targeted geographic area.



### Precise Geographic Targeting

Choose specific postal sectors or regions based on demographic and geographic data to ensure your message reaches the right audience.



### Creative Design Support

Our team work with you to ensure your designs are engaging and visually appealing to capture attention and drive engagement.



### Bulk Distribution

Send DM manages the logistics for large-scale distributions, ensuring timely delivery and maximum reach within your selected areas.

## Service Benefits

### Broad Audience Reach

Door drop allows you to reach thousands of potential customers in specific areas without needing personal data, making it a powerful tool for brand awareness and local marketing.

### Cost-Effective Marketing

With low production and distribution costs, door drops are a highly affordable method for reaching large audiences, particularly in comparison to more targeted mailing services.

### Localised Campaigns

Target neighbourhoods or regions most relevant to your business, ensuring your message is timely and geographically appropriate.

### Fast Execution

Send DM ensures quick turnaround times, meaning you can distribute your promotional materials with minimal delay, perfect for time-sensitive offers or events.

### Increased Visibility

Door drops place your marketing message directly in the hands of your target audience, increasing the likelihood that it will be seen and acted upon.



## Why choose Send DM

- Expertise in managing large-scale door drop campaigns that efficiently reach local and regional audiences.
- Competitive pricing with the ability to scale campaigns up or down depending on your needs.
- Full campaign support from geographic targeting to distribution.
- Fast, reliable service with a focus on ensuring your marketing materials are delivered promptly and accurately.

## Contact

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