

What Can I Do To Make Sure That My Leaflet Or Flyer Doesn't Go Straight In The Bin?

Leaflets and flyers are effective marketing tools if done well, they are simple, cost-effective and budget-friendly ways of promoting a product, service or event. On the flip side, they can be quite unforgiving if not executed properly.

In an ideal world, you want your leaflets/flyers to be kept long enough for the recipients to use them to purchase your product or service or refer them to their friends and/or family. So, the question is, "How do I make sure that my leaflet or flyer gets noticed and doesn't go straight into the recycling bin?"

Here are a few things you can do to make sure that your leaflets and/or flyers will have a longer shelf life than usual:

Advertise Regularly

Be consistent and persistent about letting people know who you are and what you do. Research has shown that consumers only begin to register a brand in their minds after seeing a particular advert three times.

Enhance the impact of your leaflets and flyers by using them along with other forms of advertising. In that way, people will already be familiar with your brand when they receive your leaflet or flyer, increasing the likelihood of them keeping your leaflet/flyer for future reference, exponentially.

Offer Discounts & Special Offers

Promotions incentivise people to keep your leaflets and flyers until they plan on using them as well as giving people a reason to share them with family and friends they think would be interested in your discount or special offer.

Keep expiry dates reasonable; long enough for people to make use of your offer but not long enough to allow people to forget about it. Keep your customers interested by creating hype around the product, service, or event and the discounts or promotions on offer – this is also a good way of reminding people about their leaflet/flyer and increases the likelihood of them getting in touch.

Use Quality Materials

People are more likely to hold onto something that looks and feels good, so use the best quality papers, cards and finishes that are appropriate for your marketing campaign.

You may want to consider laminating your leaflets and flyers. Not only does this make them look great and make them more durable, but velvet/soft-touch lamination results in a tactile finish that feels fantastic and that people will want to hold on to.

Think About Repurposing

This is perhaps the best way to ensure a long shelf life for your leaflets and flyers. Repurposing may require a certain amount of creativity on your part and may cost a little more than regular, run-of-the-mill design and print, but if a longer shelf life is what you are after, the additional investment should pay for itself. A great example of repurposing would be to distribute leaflets/flyers that were designed to be used as bookmarks.

You might also want to consider keeping your design small – credit or business card size if possible – by listing your contact information in a clean, precise manner. Using this technique, people will be able to keep your leaflet/flyer safely in their purse or wallet for weeks or months on end, like a calling card. No other advertising, other than print can do this for you.

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