



DOR-2-DOR

Information Pack



👍 **ESTABLISHED 1987**

👤 **ADULT DELIVERERS**

📶 **GPS TRACKED DELIVERY**

Do you know the **POWER**

of door drops?

51%

of adults
think
door drops
are great for
information
on local
services[#]

afkdi
ghcje

87%

of consumers
remember
door drops,
only 35%
remember
email^{**}



48%

of the UK
population
have
responded
to a direct
mail piece
they
received
in the
past year[†]



93%

of consumers
like
getting door
drop
product
samples,
vouchers
and offers[#]



Frequently Asked Questions

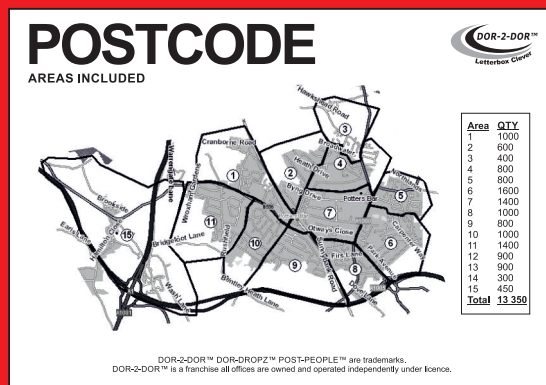
How is the material distributed

Each DOR-2-DOR office employs its own team of carefully trained, monitored and highly reliable, mature, male and female Post People.

We DO NOT distribute leaflets in newspapers or with the post.

How do I choose the areas I want to cover

Our Distribution Zones are based on sub-divisions of postcode districts (e.g. EN6 or LE10) and on average they include 1,000 households. Below is an example of this.



"72% of people keep, pass on, read or glance at leaflets that come through their door."

To view these delivery areas and actual household counts visit www.dor2dor.com/areas-covered

or call us on 0844 357 1152 and we will provide you with maps by e-mail.

Can I target certain types of households

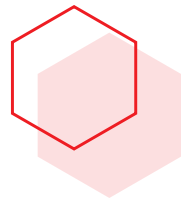
YES, you can! Using our local knowledge of the areas we are able to target your leaflets to areas that are more likely to convert. Please call us for further information on targeting using local socio-demographics.

How do I know my leaflets will be delivered

To ensure your leaflets are properly delivered we only use adult deliverers. These deliverers are carefully trained and monitored using our comprehensive Post People™ monitoring system which consists of the following:

- Full GPS tracking
- Home based Leaflet Lookouts
- Delivery Audit Leaflets (DAL)
- Comprehensive deliverer reports

As well as our monitoring system, our Post People™ are trained carefully to ensure your leaflets get the best response by not folding or inserting leaflets inside other leaflets or magazines.



Who are DOR-2-DOR

Zone Marketing our holding company was established in 1987 with the aim of helping local businesses to find more customers with promotional offers. However, after developing a successful formula many of our clients asked us to deliver their own leaflets and magazines door to door.

With over 30 years in the industry, we have developed the knowledge, expertise and ideas to ensure that your leaflet distribution campaign achieves the best possible response generating a maximum return for your investment.



Over 30 years in the industry

Established since 1987, DOR-2-DOR is the recognised leading network operator in leaflet distribution operating from over 70 franchised offices across the UK.



Distribution to residential households

DOR-2-DOR offers an effective and expertly developed system to promote your business to selected residential households.



GPS Tracking

Using state of the art GPS route logging devices we track the Post Person to every household giving you complete peace of mind that your leaflets have been properly delivered.



Carefully managed adult Post People™

Our adult Post People™ are carefully trained in the techniques we have developed to ensure that the leaflets are not only delivered but delivered in the most effective way.



Distribution by postcode to street level

Our distribution zones are Postcode Districts sub-divided into delivery rounds at street level. This enables specific targeting of households with your ideal demographics.



Expert Design and Print service

We offer a one stop shop solution to provide you with the full service. Using our years of experience we create leaflet design that not only look good but they work. Alongside this, we also provide a full printing service.

Originally started in 1987 as a discount voucher marketing service, founder Jeff Frankling has built the business over the last 30 years to what it is today. DOR-2-DOR now operates its leaflet distribution services through a network of over 70 local franchised offices.

Our Services

Leaflet distribution is one of the most cost-effective, targeted marketing solutions any business can use to promote their business. However it isn't just about putting leaflets through letterboxes, much more goes into a successful campaign than simply putting colourful pieces of paper onto doormats.

We provide a reliable, professional and unique service and we have the expertise and knowledge to ensure that your leaflet distribution campaign achieves the best possible response and generates an excellent return on your investment.

We know each customer is different, so we'll work together with you to develop a solid strategy and put a plan in place to create a campaign that has the best chance of success for you.



Design

We offer a full leaflet artwork design service. We create designs with cut through and stand out.



Printing

Our printing service is second to none. We provide quality, reliability and competitive prices.



Distribution

Targeted distribution achieving maximum coverage in the drop area, getting the highest ROI.

One Off Campaigns

Everyone needs to test their marketing, and a one-off drop is a good way to start.

Once you've tested your material and found out what works best with the content, design and demographics, you may like to consider a regular campaign for future drops.

Regular Campaigns

If you want a regular flow of customers enquiring, we offer you the DOR-2-DOR contract rate solution.

Our contract rate solution enables you to get the best rates and save money by having your leaflets delivered every week over a 10 to 52 week period to an agreed area or areas.

Our contract rates start with a minimum distribution of 5,000 leaflets per week and a minimum contract period of 10 weeks.

"48% of the UK population have responded to a direct mail piece they received in the past year."





10 Reasons to Choose Us For Your Leaflet Distribution Campaign

1. We offer an effective targeting service

You improve response rates by targeting delivery rounds by consumer demographics and location.

2. We offer free expert advice

We have many years' experience of helping our customers use leafleting to generate more business.

3. We use only the best deliverers

We only use carefully vetted, fully trained responsible local adults, to deliver your valuable marketing material.

4. We offer the best back-checking

Our back-checking is unique in our industry and sets the standards for quality control.

5. We give comprehensive reports

You receive a detailed report of when and where your leaflets are delivered.

6. We offer leaflet design

We are experts in the science of leaflet design, and we know how to achieve maximum impact on the doormat.

7. We offer leaflet printing

As well as the design, we also offer a quality print service to compliment the distribution in the selected delivery zones.

8. We have the best reputation

We have many satisfied local customers who testify to our high standards of service and excellent delivery record.

9. We get the best impact

For maximum impact, we deliver direct to the householder, NOT with the post and NOT hidden inside a newspaper.

10. We have the best range

Choose the service that fits your needs and budget. Many delivery options are available.



Don't Just Take Our Word For It

At DOR-2-DOR we aim to get you maximum value for money on your marketing spend. We do this with good design, quality and competitively priced printing and carefully targeted distribution.

Here's what our clients say about us...



We have found DOR-2-DOR to be a really helpful and reliable company; the campaign manager they appointed has been brilliant, solution focussed and very flexible in meeting our requirements.

The feedback from local residents who receive our newsletter has been excellent.

Hertfordshire Constabulary
Annabel Maghie

We previously had our "leaflet drops" done via our Head Office who used to have them inserted in "free papers". The difference since we have been using DOR-2-DOR is quite remarkable, we know straight away that the leaflets are being circulated, the phone does not stop ringing.



The quality of the leaflets is excellent and the "back checking" ensures delivery. Overall we would recommend DOR-2-DOR to anyone looking for good leaflet distribution as part of their marketing strategy.



Cash Generator
Rob Purchase, Owner



DOR-2-DOR leaflet distribution has been a core factor in the marketing strategy for Dogs Trust campaigns for 7 years and finds it is the leader in this kind of promotional activity.

DOR-2-DOR's carefully executed leaflet drops has enabled the campaign's message of responsible dog ownership to be delivered on both a national and community level. Production and planning of promotional material and distribution areas is consistently effective and Dogs Trust will continue to utilise DOR-2-DOR's expertise for future marketing plans.

Dogs Trust
Sian Edwards



fsb⁸
MEMBER

registered with
ofcom
OFFICE OF COMMUNICATIONS

call us on

08443 571 152

visit our website

www.dor2dor.com

