

Taster Workshop - Flyers

To be successful the use of flyers must be part of your marketing strategy, including clear target audiences and messages, and be consistent with your brand.

To achieve success needs focus on

- I. Distribution
- II. Content
- III. Measurement

Distribution can be by a variety of means such as direct mail; door to door delivery; handing out at events, networking meetings or in the street; inserts in magazines, display in public places such as pubs, libraries etc etc

Content - flyers could include messages which raise a problem, have a compelling offer, having a sense urgency and a call to action. Use of models like AIDA can help.

Measurement - where possible flyers should be tested, and tracking mechanisms such as unique phone numbers or landing pages or promotional codes should be used.

Feedback from the Workshop - comments on a random collection of flyers

In terms of impact the simplest flyers with clear messages, striking photographs or bright colours were the most popular. There were a range of views with some flyers loved by one person but not by another. The general feedback was in most cases the simpler the better! The most popular flyer is shown below:



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