

PRINT & DISTRIBUTION

Leaflet print and distribution to physical addresses has been an essential part of many brands' marketing strategies for years, because it's tangible, reasonably cheap, direct, and effective.

Today, despite the rise of digital and social media the effectiveness of print and letterbox marketing remains a crucial component of business's local area marketing strategy. Here are just a few of the benefits of, using print and distribution:

REACH

Letterbox marketing really does have the potential to communicate a brand message to everyone, because everyone has a letterbox!

LASTABILITY

Printed flyers and other marketing material have great lastability due to their physical nature. The digital space is crowded and fleeting, letterbox drops often enable your message to be seen for longer by customers.

LESS CLUTTER

The letterbox marketing space is less cluttered compared to other marketing channels. The average Australian household only receives around two to three pieces of unaddressed promotional items per week. Just compare that to how many Facebook ads you see in your feed every day!

CREATIVITY

Letterbox marketing enables you to be more creative than many digital forms of advertising. For example, the local Martial Arts centre may send a piece of wood with a perforated edge to encourage you to 'karate chop' your way to the message! A local cinema recently organised a flyer campaign with the flyers perfumed with a popcorn smell!

TACTILE

Modern print marketing offers customers a nostalgic experience in stock thicknesses, the vibrancy of colours, the contrast of different inks, the intricate textures, and the cut of the paper, all off which can really connect with your customer in a way digital can't.

HYPER LOCAL

Letterbox marketing and distribution enables your business to target audiences on a hyper local basis – even down to a particular block of flats. And with the ability to personalise printed material you can deliver a granular message to your customers.

RESULTS

Physical catalogues from supermarkets and retail chains are a long embedded staple in Australian culture – one which continues to entice people to move stock off shelves, despite the ease of access to online catalogues. There's just something convenient and appealing about flicking through printed pages and scanning for bargains.

CONTACT US

Letterbox marketing still has a lot to offer businesses of all sizes as part of a multi-channel marketing solution.

To find out more, speak to one of our experienced local area marketing experts today:

1800 657 797

inquiries@gdrgroup.com.au

gdrgroup.com.au/printdistribution



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PRINT

\$Market Leading

Fast turnaround time
Australiawide

Competitive pricing
from our long
standing print
partners

GDR Network

From \$85/1000 + GST

Reliable, established
walker network

Fast turnaround
time and no mass
bundling

Flexible on areas
with in-depth Sydney
metro expertise

Quality control and
dedicated account
manager

AusPost Network

Save up to 25% on retail price

Most reliable service
across Australia

Full access to
secured buildings
and PO boxes

Business delivery
available

Max 3 items delivered
at the same time

Quality control and
dedicated account
manager

