

## Five Secrets to Door Hanger Marketing

It's vitally important to continually look for fresh and exciting ways to get your message out into the world. Door hangers get your target audience to take notice of your company on a whole new level. If you think door hanger marketing doesn't work, think again!



For an effective campaign, try the following five secrets to door hanger marketing:

### **1. Welcome home!**



Upon arriving home after a long day at work, many people grab the mail out of the mail box. The stuff they consider to be "junk mail" - i.e., advertisements - often get promptly pitched into the garbage. That's why sticking a door hanger on a person's door can actually be more effective than using mailers; the advertisement is essentially in the person's face, hanging right on their door. The unexpected nature of this location can surprise people and make them take notice.

### **2. Not out of sight**

You know the old saying "out of sight, out of mind;" the same holds true in advertising. When marketing material is easily pushed aside, your message isn't absorbed or acted upon nearly as often. Door hangers can help you avoid this pitfall because they must be physically removed from doorknobs. This forces interaction: As a person removes it, he or she is likely to really look at it - and is likelier to take in your marketing message.

### **3. Easy customization**

Door hangers share an important advantage with other types of print advertising: They can be customized to fit your precise marketing needs. You decide the layout, color scheme and fonts to be used. Any graphics or pictures are entirely up to you. The message written upon it can be as detailed-or as broad-as you want. No matter what kind of product, service or business you wish to promote, you can do so effectively with door hangers.

### **4. Easy on the checkbook**

Although large operations often have seemingly limitless advertising budgets, smaller organizations often struggle to come up with the funds necessary to have a truly comprehensive - and effective - marketing campaign. Door hangers can make a huge difference for people with tight budgets because they are affordable. Compared with many other types of advertising - particularly pay-per-click Internet ads and television commercials - door hangers are a real bargain.

### **5. Reach your target audience**

Door hangers let you reach your target audience very easily - all you have to know is where your prospects live. Recruit a team of helpers to canvass neighborhoods so you can distribute your door hangers quickly and with minimal effort.

Door hanger marketing is quick, easy, affordable and highly targeted. Best of all, it's one of the most effective ways to get your message in the right hands, at the right time. Be sure to have your door hangers professionally printed by a state-of-the-art printing company such as Spectrum for best results.

### **About Us**

Since 1985, Spectrum has provided better printing and service to nearly 5000 small business marketers, business owners and graphic designers. Spectrum combines state-of-the-art capabilities and the industry's best digital and offset sheet fed and web printing equipment with experienced print professionals and color specialists to deliver quality, consistent color matching and 99.8 percent on-time delivery. By offering a 100 percent customer satisfaction guarantee, Spectrum also stands behind every order, every time. Spectrum is your success story!

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