



MAIL BOXES ETC.  
#PeoplePossible



## 5 ways to get your message into the right hands.

Using flyers or brochures can be an effective way to get your message into the right hands, whether you're promoting an event, advertising a business, or spreading awareness about a cause.

Here are five strategies to help your flyers reach your target audience effectively:

### 1. Utilise Direct Mail (DM):

If you have a mailing list of existing customers or potential leads, consider sending out flyers or brochures via direct mail. This allows you to reach individuals who have already expressed interest in your products or services, or would potentially be interested, increasing the likelihood of engagement. Keep your mailing list up to date by removing any mail that is 'returned to sender', and add new potential leads frequently.

### 2. Unaddressed Mail (UAM):

Utilise Australia Post to target businesses or residential addresses (or both) in a certain area. Areas can be selected by suburb, postcode, radius, federal or state electorate or local government area – or you can even draw your own catchment area. This data calculates the number of business addresses, residential addresses (or both) that are within the specified area. This reduces the level of wastage by knowing exactly how many flyers or brochures you need, and as they are delivered alongside regular mail, this option is quite cost effective.

### 3. Targeted Distribution:

Identify places where your target audience is likely to frequent and distribute your flyers there. For example, if you're promoting a local music event, consider placing flyers in coffee shops, record stores, and music venues where music enthusiasts are likely to be found.

### 4. Partner with Related Businesses:

Collaborate with businesses that share your target audience but are not direct competitors. For instance, if you're promoting a fitness program, partner with gyms, health food stores, or athletic apparel shops to display your flyers in their establishments.

### 5. Attend Community Events:

Set up a booth or table at local community events, festivals, or fairs where your target audience is likely to attend. Hand out flyers to attendees or display them on your table for people to pick up as they pass by.

By implementing any one of these strategies, you can increase the chances of your flyers reaching the right hands and effectively communicating your message to your target audience.

*If you need further information, or assistance getting your message into the right hands, contact your nearest MBE store who are standing by ready and happy to help.*

Scan the QR code to find your nearest MBE store.



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Let's make business happen!