

Door Drop Campaign Checklist

Use this checklist to plan a door drop marketing campaign for your business.

How to use this checklist: review each step, decide what applies to your campaign, then tick it off once it's confirmed.

Step	What to consider	Tick
Define your goal	What response are you looking for, such as enquiries, footfall or orders? This shapes your message and how you measure results.	☐
Choose your target area	A radius around your premises or specific postcode sectors.	☐
Choose your distribution route	Royal Mail Door to Door, a private distributor, or your own team for small, local drops.	☐
Choose your flyer size	A6 for high volume and lower cost per item, A5 for most campaigns, A4 for more detail.	☐
Choose your paper stock	Lighter stock keeps the cost per item down on large-volume drops.	☐
Decide single or double-sided	Double-sided gives room for supporting detail without a big cost increase.	☐
Design your flyer	One clear message, with the offer and any date near the top.	☐
Supply print-ready artwork	CMYK PDF with bleed, so nothing gets lost at the trim edge.	☐
Confirm your quantity	Allow a margin for households that opt out of unaddressed mail.	☐
Set your drop date	Coordinate your print turnaround with your distribution booking.	☐
Plan how you'll measure results	A unique phone number, QR code or discount code shows what the drop brought in.	☐

Planning note: book your distribution route before finalising your print quantity, since some distributors have minimum lead times.

Firstpointprint can help with the printing side of your door drop campaign, from choosing the right size and stock through to fast turnaround on any volume.