

Optimizing Flyers



Flyers, whether they are sent in the mail or simply passed out, have been a tried and true advertising method for as long as anyone can remember. However, the overwhelming influence of the internet has taken a bite out of power of flyers.

For the longest time your flyers didn't have to be anything more than a place for you to talk about your business, what you do, and how to get in contact with you. Thanks to the internet, those days are now over.

That doesn't mean that flyers as an advertising avenue are done; there is still potential, you just have to evolve your advertising to adapt to the times.

So what strategies should you employ to get more out of your flyers?



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Follow these tips when designing and deploying your campaign:

Keep Things Simple - creating a flyer that goes over all the loan programs you offer, plus a bio of all the great work you've done is something that just is not going to work. One of the side effects of the proliferation of the web is that it has greatly decreased peoples' attention spans.

When creating your flyer, it is a good idea to focus on one specific product or service.

For example creating a flyer that talks about first time home buyers and how you can help them would make a more sense than creating a flyer that talks about all your purchase options.

Also, don't go into some long winded explanation of what a first time home buyer is and how certain programs would work and or not work. Make your point concise as possible and leave them wanting to ask your for help. Remember, the point of any advertisement is to get people in contact with you.



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Tie in Your Landing Page/Funnels - the internet is here to stay; you can't ignore that fact. Not including a web destination that's designed to convert leads in your flyers or other offline marketing will greatly decrease the success of your efforts. People will not call off a flyer nearly as much as they used to.

Keep in mind, even if you have your website listed -- if that website isn't optimized to convert leads, you will greatly diminish your ROI. That goes for ALL of your marketing efforts.

When selecting a landing page or Funnel to use, dedicate one specifically for this campaign. That way, when someone visits the page, it will match the content of the flyer, which will help boost conversion rates. See our piece on "Ad-Scent" for more information on the power of consistent messaging, by clicking the URL below:

<https://myleads.leadpops.com/images/marketinghub/adscent.pdf>

Prominent Call-to-Action - just including a web address with your contact info is not enough. Again, it's about people's attention spans -- they are just not what they used to be. Basically, people are not going to sit down and read through your entire flyer. You only have a few seconds to make an impression and get them to take action, so when advertising with flyers, make the call-to-action the focal point of the flyer. For example:

*"Rates are now at historic lows... Refinance before it's too late!
Go to WWW.REFINOW.COM to see how much you could save in 2 minutes or less!"*

Make it abundantly clear what the focal point of the flyer is, and how you can help the reader. Then, to get that help, they will need to visit your web page, or of course, call you.



Conclusion

Remember, there are still some people that will pick up the phone and call you. However, these days, with online and mobile access to the web taking over every aspect of our lives, potential clients are much more inclined to check you out online first.

That doesn't mean they're not serious. It's just no pressure; they can check things out online without a salesperson breathing down their neck. After all, this is about getting you more contacts out of your flyers, not how we prefer they get in touch 😊 We all want phone calls, but it's important to cast a wider net and catch more fish, and you can do exactly that by tying in an effective web destination.

Following these strategies will help you generate more leads and close more sales from flyers and other similar offline marketing efforts.

To book a marketing consultation on this topic (or other), go to:
www.leadPops.com/consult

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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