

DEALS IN YOUR LOCAL AREA

UNIQUE AND 1ST TIME
IN THE MARKET



WOWDEALS PAPER TO ONLINE

WOW! DEALS

www.wowdeals.net.au



Scan the QR CODE
to Visit our site



Scan the QR CODE
f /wowdeals.net.au

UNIFYING
THE
POWER OF

PRINT
AND
DIGITAL



Letterbox Distribution



Website



Facebook



Email



SMS

What is WOW Deals ?

A Mysterious Envelope with full loads of deals in your letter box and Just one click www.WOWdeals.net.au - will take you to the world of hot deals.

WOW deals is here to

Unify the Power of Print and Digital

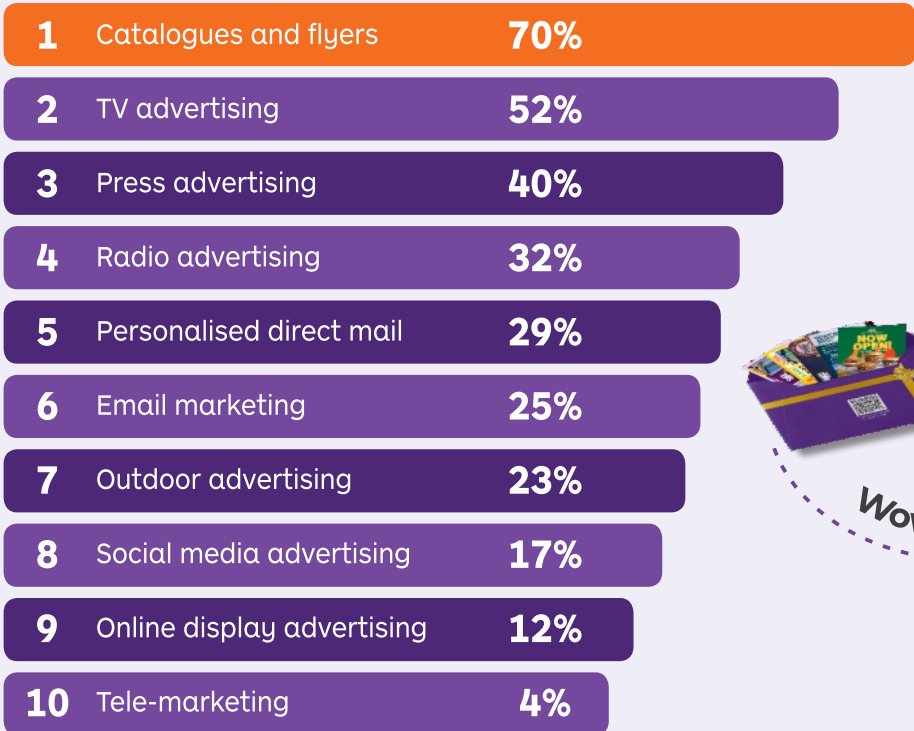
📍 Letterbox Distribution 🌐 Website 📘 Facebook ✉ Email 💬 SMS

“Complete 360 Degree Marketing Strategy”
Unique and 1st time in the market.



An envelope in a letterbox has
70% Higher Chances

to be read by prospective client than a flyer on its own.



Aldi shows letterbox marketing still relevant

Do You Know? We Have Over



100 TV CHANNELS



500 RADIO STATIONS



10,000 MAGAZINES & NEWSPAPER



1 BILLION WEBSITE



1 But Still Only Letterbox

Flyer Distribution Works If Done Properly with GPS Tracking

Direct Mail vs Email

1. Up to 90% of direct mail gets opened, compared to only 20-30% of emails.

2. The response rate for direct mail is up to 9 times higher than that of email.

3. Advertising mail is kept in a household for 17 days on average.

We Delete – Delete – Delete

an email before it reaches our Inbox!

Source: <https://www.smallbizgenius.net/by-the-numbers/direct-mail-statistics/#gref>



Research from ACA

"**42.2%** of direct mail recipients either read or scan the mail they get"

"Direct mail requires **21% less cognitive effort** to process than email."

"**73%** of Australian consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want"

"**Letterbox drops** supported by text messages, email campaigns, QR coding and more are delivering the highest return on investment for retailers."

Kellie Northwood, Executive Director, ACA



Your customers are more likely to trust you

Direct mail is 58% preferred for important information such as bank statements, legal documents, or bills. (Source: Australia Post Report)

**Direct Mail Achieves 12% HIGHER ROI
in Conjunction with Multi-Channel Marketing.**

Your Flyer is a Salesperson in an ENVELOPE



1. Whenever a person receives an envelope, there's always an air of mystery surrounding it.

2. People are more inclined to open an envelope that has no exterior "influencer"

3. Envelope cuts down on the clutter in the letterbox

4. Envelope is a key factor in making a good first impression

5. The Envelope: Your Knock on the Prospect's Door

If you want response to your letterbox distribution, it is important to be strategic in your approach. If your audience is not moved to open your advertisement, you don't get to talk to them.

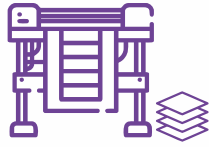
What you get

1



Full A5 Size Flyer with your hot promotion

2



Printed CMYK on high quality 150GSM gloss paper

3



Creative Artwork done for **FREE**

4



Inserted in Unique, Full Colour, High Quality Attractive Envelope

5



Your unique QR Code Landing to your website

6



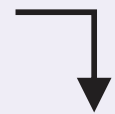
Full Display Banner on WowDeal.com.au linked to your website's Hot promo landing page

7



Facebook advertising for your hot promotion

Number of Homes in this area



Chatswood to Mosman

1,00,000

Northern Beaches Palm Beach to Dee Why

1,03000

Penrith

34,156

St Marys

32,318

Inner West Five Dock

34,019

Belmore

30,460



Advertising & Specifications

You provide us with your logo, pictures, text & hot promo we will amaze with our dazzling artwork to win hearts.



A5 Portrait Size



A5 Landscape Size



How we can create the perfect Ad!

It starts with a simple concept, we collaborate with you to synergise your brand visually, to reach your target audience



For best results, artwork checklist:

- Supplied as PDF
- 3mm bleed
- 100% scale
- 1-up on a single page
- Convert text to paths, curves, or outlines
- Ensure all images are 300dpi
- Nominate colours as CMYK

Benefits Of Mixing Direct Mail And Digital Mail

To have the best of both worlds, marketers agree that a strategy combining direct mail with digital mail has the potential to outperform using either channel alone.

45% INCREASE IN RESPONSE RATE

53% INCREASE IN LEADS

40% INCREASE IN CONVERSION RATE

68% INCREASE IN WEBSITE VISITS

60% INCREASE IN ROI

39% INCREASE TRAFFIC TO A PHYSICAL STORE OR BUSINESS LOCATION



Powered by APA Letterbox Distribution



1. Unbundled Distribution: You won't find your flyers hidden amongst a stack of supermarket catalogues when you receive them in the mail. This means more VISABILITY of your flyers.



2. Timing is very crucial for advertising. It's important to get the timing correct, so your campaign will be successful! We plan your campaign with your time plan. Your success is our success.



3. GPS Tracking: All our Walkers & Field Supervisors are tracked by GPS Devices; we are the first in the industry to start tracking walkers with GPS units since 2009. You get to know what streets were delivered to or missed. No Cheating, good quality distribution means better RESULTS for you.

4. Cross Check Whilst Distribution is in Progress: TRUST your own eyes

(A) Confirmation: You will be notified a day before by email for the distribution to commence for each area.

(B) Scheduling: You will also be notified on the day of distribution by SMS that what areas are in progress today (please feel free to meet field supervisor, whilst distribution is in progress).

(C) Progress: You will be emailed the progress reports the next day.



(D) Completion: Once the distribution is completed, you will be notified by email and the QC audit for your distribution will be performed.



5. Proof of Deliveries: We will provide a GPS link at the conclusion of your campaign, showing you exactly where your flyers have been delivered with a google map link showing the GPS tracks. (Click here) The GPS coordinates/tracks for each street are also included so that it's easy to see the houses & streets that were delivered to or missed! Peace of Mind, your money well spent Please click here to see how we are providing the best quality services in Sydney

Lets get started

Now that you've learned how Flyer distribution can help your business drive sales, it's time to put this information to work.

Get in touch with your Advertising Consultant at sales@advertisingprinting.com.au or call **1300 33 00 50**

We will make sure your campaign will bring you the sales and customers you are looking for.



www.wowdeals.net.au



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