

## Household distribution

Household distribution of printed materials in marketing refers to the distribution of printed advertising items to different households in order to achieve specific marketing objectives. Companies can use it to send targeted advertising messages to potential customers in certain geographical areas, which includes direct mail, supplement advertising or print mailings for the dialogue marketing.

An example of household print distribution is selecting specific neighbourhoods or postcode areas in which to target potential customers with personal advertising messages. For example, a retail shop could have a print mailing distributed to households in close proximity to the shop to reach local customers and increase traffic to the shop.

### Booking options

- ✗ Demo booking tool\*
- ✓ Service provider
- ✗ Programmatic advertising
- ✗ Self service tool, media buying platform
- ✓ Marketingportals, Marketing automation platforms

### Media segment

- ✗ Internet
- ✗ E-commerce
- ✗ Social media
- ✗ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✗ One-to-One
- ✓ Household, office
- ✗ Internet of Things

### Media type

- ✗ Digital
- ✓ Print
- ✓ Analogue

### Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Business-to-Employee

### Marketing objective

- ✓ Brand awareness, increased audience reach
- ✓ Lead generation, new customer acquisition
- ✓ Customer care
- ✓ Sales increase
- ✗ Employee recruitment

### Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | × Purchase  | × Advocacy |
| ✓ Consideration | ✓ Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner                  | × Google Business Profile              | × Roof objekt                       |
| × Advertorial                            | × Influencer                           | × Sales talks                       |
| × Annual report                          | ✓ Landing-page, microsite              | × Self service terminal             |
| × Appointment calender                   | × Location Based Service               | × Shopping cart                     |
| × Audio, radio spot, audio file          | × Mobile payment systems               | × Sign, labelling                   |
| ✓ Augmented Reality                      | × Newsletter                           | × Social media advert               |
| × Beach flag, flag, roll-up              | × Newspaper, magazine, periodical      | × Social media company page         |
| × Book, E-book                           | × NFC                                  | × Social media posting              |
| ✓ Brochure, flyer, inserts               | × Offer, quotation                     | × Social media profile page         |
| ✓ Catalogues, price lists                | × Office equipment                     | × Sponsoring                        |
| × Chat, chatbot                          | × Office files                         | × Spontaneous event                 |
| × Company entries                        | × Operating instruction, user manual   | × Structured company data records   |
| × Configurator                           | × Passers-by addressing                | × Survey                            |
| × Contact form                           | × Petrol pump nozzle                   | × Telephone and video call service  |
| × Content SEO-optimised                  | ✓ Postcard                             | × Unboxing                          |
| × Credit card                            | × Poster, billboard, pillar            | × V-card                            |
| × Customer card                          | × Product live demo                    | × Video spot, moving image          |
| × Display, monitor, citylight, megalight | × Product packaging, product labeling  | × Virtual Reality                   |
| × Display stand, light box               | ✓ Product sample                       | ✓ Vouchers, coupons, discount cards |
| × E-mail, signature banner               | ✓ Programmatic print                   | × Web layer                         |
| × E-paper                                | × Promotional items                    | × White paper                       |
| × Event                                  | × Push, text messages                  | × WLAN for visitors                 |
| × Exhibition stand, event modules        | × Quality seal                         |                                     |
| × FAQ                                    | ✓ QR code, link                        |                                     |
| × Games, competitions                    | ✓ Rental addresses, target group areas |                                     |

## Connected media channels

- App (Brand, topic)
- Customer loyalty programme
- Email, email newsletter
- Influencer marketing
- Location-based service
- Newspapers, periodicals, magazines (publishing objects)
- Online shop (Brand)
- Out of Home (OOH)
- Point of sale (POS), Showroom
- Print mailing
- SMS
- Social media platforms
- Website (Brand, topic)