



## THINKING OF SELLING DOOR-TO- DOOR?

### FRESHLIME SMARTCONNECT

Drive sales, make great first impressions, and develop relationships with the people in your neighborhood.

### SUCCESS GUIDE

1. Set a goal.
2. Know your audience.
3. Create a distribution gameplan.
4. Customize your message for the neighborhood.
5. Create an irresistible call-to-action.
6. Add an interactive element.
7. Create & print your design.



# freshlime™ SmartConnect

## DOOR HANGER GUIDE

### THE GUIDE

#### SECRETS TO SUCCESSFUL DOOR HANGER MARKETING

Door hangers are a valuable asset for your local marketing strategy. Use this guide and visit our website for more Insider Tips to get the most out of your grassroots door-to-door efforts. Done right, this old-school approach to attracting new customers can be more effective than more commonly used outlets, like direct mail.

### WHO ARE THE PEOPLE IN YOUR NEIGHBORHOOD?

40% of your results are directly related to how well you've constructed your call-to-action, but how well you know the people in your neighborhood is what drives the majority of your campaign's success. Before beginning your door hanger campaign, consider the demographics of your people.

#### 1 DETERMINE YOUR GOAL

- Generate more sales
- Increase phone calls and email inquiries about your company
- Collect contact information
- Increase your profit margin by a certain percentage.

#### 2 IRRESISTIBLE CALL TO ACTION

- Offer great value that will be hard to pass up.
- Make your value great, but leave room for profit.
- Limit the time span of your offer so people will be encouraged to act NOW.
- Create copy that is interesting and persuasive.
- Use a bold headline that will catch the eye of the people in your neighborhood.
- Evoke a sense of urgency, and leverage 'loss aversion' with your offer or deal.



# LET'S CHAT

Scan2Chat with me,  
text CONNECT to  
(801) 590-0292,  
or visit our website  
[www.freshlime.com](http://www.freshlime.com) to  
connect with us.

**Who knew sales  
could be this easy?**

## CONNECT SMARTLY

FreshLime's Message Center and SmartConnect assistive experience technology turn your door hanger into a digital communication channel helping the people in your neighborhood connect with you to start a conversation about your products and services, and makes transactions easy and convenient.

### 3 CUSTOMIZE YOUR MESSAGE

- Personalize the reader's experience
- Before and after images
- Neighbor testimonials
- Images of installations or projects in the neighborhood
- Homes sold in the neighborhood
- Include the highest value propositions for the neighborhood in your copy.

### 4 ADD YOUR INTERACTIVE ELEMENT

- SmartConnect Scan2Chat QR-code
- SmartConnect Scan4Quote QR-Code
- Custom Linked SmartConnect QR-Code
  - Video
  - Order Page
  - Location Map
  - Coupons/Promotions

### 5 CREATE & PRINT YOUR DESIGN

- Choose two or three primary colors. Use your brand packaging, logo, or website for inspiration when using colors.
- Choose graphics and photos your customers relate to.
- Keep it simple. Use easy-to-read print that directs the eye to the call-to-action.
- Highlight your coupon or special offer.
- Remember, it's all about the call-to-action.

### 6 MAKE YOUR GAMEPLAN

- Map your distribution locations
- Get your team together
- Know your numbers, how many door hangers will you need to distribute to reach your goal.
- Plan the best days and times for distribution, avoiding dinner times, or times that are too early or too late.
- Know local regulations or laws regarding distribution, the differences between solicitation and business advertising, and the times allowed for distribution.

### 7 ALWAYS BE TESTING

- Evaluate, adjust, and repeat
- Test one variable at a time, so that you can isolate change metrics.
- Test a large sample size significant enough to be statistically significant.
- Consider factors that might impact results, like weather or holidays.

