

Distribution Programs

CALENDARS TELL YOUR BUSINESS STORY ALL YEAR LONG!

Comprehensive distribution of your calendars increases the value of the promotion and enhances the return on investment. Here are some **distribution ideas** that have proven effective:

MAILING

Mailing assures your most valued customers and select prospects receive their calendar.

- Add a letter that might include information about new products, services, staff, or locations, as well as a web address where recipients can 'reserve' next year's calendar.
- Include a coupon to increase store traffic; or a survey to create customer interaction.

PERSONALLY PRESENTED

It is powerful to present your calendar personally to a client or prospect and thank, or ask them for their business.

- Sales staff should have ample calendars so they can give one to each of their clients and prospects.
- Service personnel give calendars to each customer especially when providing services during September through January.
- Keep a supply of calendars for any booths you set up at fairs and festivals. Smaller calendars slip in pockets easily.
- Give multiple calendars to each member of your networking group for them to give to others and expand new buyer contacts.
- Give multiple calendars to employees to give family and friends, to extend reach.
- Make your calendars available during holidays at business and social events.
- Be sure the businesses near yours receive your calendars and the businesses you buy from.

COMMUNITY DISTRIBUTION

Community organizations can offer unique and valuable ways to distribute your calendar advertising to people you might not typically meet.

- If your community has a "welcome" organization, they will be delighted to include your calendar in the package they deliver to newcomers.
- The Chamber of Commerce often has a prospectus package. Your calendar could be included as representative of the businesses that are active and engaged in the community.
- Include your calendars in packets prepared by area tourism councils and at visitor centers.
- To reach people in specific neighborhoods, engage a youth group to deliver to the homes and businesses in that area in return for a fund-raising donation to their organization.

HIGH VISIBILITY PUBLIC LOCATIONS

With appropriate permissions granted, place your calendars in high-traffic, public locations that will give your business great visibility.

- Government: Post Offices, Courts, Social Security Offices, Fire Department, Police Department, Schools
- Civic Groups: YMCAs, Rec Centers, Senior Activity Centers, Churches, Community Meeting Rooms
- Services: Hospitals, Clinics, Doctors' Offices, Fitness Centers