

CFAM4.3.3 Implement door-drop marketing campaigns



Overview

This is about planning and implementing a door-drop campaign. It includes determining a project plan, identifying briefs for suppliers, establishing a timetable, monitoring implementation and evaluating the effectiveness of the campaign.

This unit is recommended for marketers responsible for implementing door-drop campaigns. Such marketers might be employed within an organisation undertaking such a campaign, or work for an agency/consultancy.

CFAM4.3.3

Implement door-drop marketing campaigns

Performance criteria

You must be able to:

- P1 review the direct marketing plan and confirm and agree the objectives and target customer groups for the door-drop campaign
- P2 determine and agree a project plan setting out the actions, resources, timescale and budget for the door-drop campaign
- P3 ensure that materials are produced which convey the required marketing proposition, and include an appropriate response device where relevant
- P4 approve the materials and project plan with the relevant person(s)
- P5 where necessary, test the door drop materials and the chosen delivery methods and incorporate approved amendments correctly
- P6 ensure that door drop materials meet relevant legal requirements and industry standards regarding appearance, content, copy, size/weight and the packaging of materials to be delivered to suppliers
- P7 identify and create data collection and reporting systems to meet the fulfilment and the monitoring requirements of the direct marketing plan
- P8 develop and agree briefing materials for the door-drop team
- P9 ensure that sufficient individuals are recruited and briefed to undertake the campaign, confirming that everyone involved is clear about their role and responsibilities
- P10 ensure that all materials are distributed correctly
- P11 monitor the implementation of the programme, checking that deadlines are met, and that delivery progress reports are received where appropriate, addressing any variances from the plan promptly and correctly
- P12 complete agreed quality assurance measures correctly, including agreed independent delivery validation
- P13 monitor the response to the campaign and evaluate fulfilment achieved against the objectives and the budget
- P14 review the methodology and outcomes of the door-drop campaign upon completion, using your analysis towards informing future activities

CFAM4.3.3

Implement door-drop marketing campaigns

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the role of door-drop campaigns, their strengths and limitations, and their place within an overall direct marketing strategy
- K2 the strengths and limitations of different methods of door to door distribution
- K3 the principles of effective project management and how to apply these to implementing door-drop campaigns
- K4 methods for sourcing and analysing geo-demographic data, and for identifying the location of target customer groups
- K5 methods for building an effective door-drop campaign schedule based upon accumulated targeting and supplier data
- K6 typical data collection and reporting systems appropriate for door-drop campaigns, and their relative merits
- K7 the importance of ensuring that suppliers for door-drop campaigns understand fully their roles and responsibilities, the importance of briefing programmes and how to design and implement such programmes
- K8 the importance of delivering campaigns within agreed budgets, and the ways of monitoring activities against plans and budgets
- K9 the importance of maintaining confidentiality of data and how to ensure that this occurs
- K10 an understanding of the information technology and communications techniques often used in the door drop industry sector

You need to know and understand:

Industry/sector specific knowledge and understanding

- K11 legal, regulatory and ethical requirements affecting the implementation of door-drop campaigns

You need to know and understand:

Context specific knowledge and understanding

- K12 organisational guidelines affecting door-drop activities
- K13 the organisation's products/services relevant to the door-drop campaign
- K14 reporting procedures within the organisation, and key persons to be kept informed

CFAM4.3.3

Implement door-drop marketing campaigns

Additional Information

Behaviours

1. You identify people's information needs and ensure that these are met
2. You adopt communication styles appropriate to people and situations
3. You present information clearly, concisely and accurately
4. You listen actively, ask and encourage questions, clarifying points to check mutual

CFAM4.3.3

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