

## **Professional Leaflet Distributors - ASA Distribution expands North of the UK**

*ASA Distribution expands north of the United Kingdom*

ASA Distribution expands north of the United Kingdom London, United Kingdom - March 16, 2017 /PressCable/ --

Direct mail is a multi billion pound industry within the the United Kingdom. In 2016, the total spend according to the Direct Marketing Association, was £8.9bn and is expected to rise as conventional advertising methods become even more expensive.

ASA Distribution - a professional leaflet distribution based in London, United Kingdom has been reaping the reward which comes with managing a direct marketing company. Based in London for over 10 years, they have now expanded their door to door activities north to serve areas such as Manchester, Birmingham and Liverpool. When asked about future expansion plans the managing director Mike Denton said, "Expanding North was one of the most important decisions the company has ever made, however we are confident our expansion plans will make our business even stronger". He continued to add, "ASA Distribution is already a trusted company within the door to door distribution industry, our renowned reputation means we should be favourable to established companies within the area."

ASA Distribution was also the company behind the online distribution system which enables advertisers to book door to door leaflet distribution campaigns online using a plethora of analytical tools and demographic information. The patented system revolutionised the way businesses assessed their geographical areas by using demographics to visualise prospective target markets. The award winning company hopes to bring this technological advancement to Manchester and surrounding areas with a view to capturing more market share within the direct marketing industry. The leaflet distribution company currently offers printing, leaflet distribution, display advertising and print marketing. When asked about the vision for the company, Mike responded, "We want to expand our marketing portfolio into search engine marketing and advertising by 2018. Our main focus is our clients and ensuring the best value for their marketing budget". ASA Distribution has big endeavours for the years ahead and at current expansion rates the company is well poised to achieving their objectives.

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### **Contact Information**

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### **Keywords**

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