

# How to use physical resources



## Why physical resources matter

- While a lot of promotion is done via social media it's important not to forget about one of the original marketing techniques, using physical posters and flyers to promote your event.
- Posters and flyers help you to reach people who don't follow you or use social media, who do not have access to online platforms, or who are just having screen downtime.



## Planning tips

### Where to hang posters and flyers

Hang up posters or leave flyers where they will be seen, where they will catch the attention of passers by, or where people might stand or linger.

### Know your audience

Think about your audience's interest and the places they will frequent. This will give you a much better idea of where and how to distribute your physical resources. It's not about printing hundreds of posters but putting them in the right place so they are seen by the right people.



## Outdoor locations

### Shops

Local businesses, supermarkets and cafes.

### Services

Anywhere that has a waiting area is a great place to put up a poster or leave flyers. GP surgeries, opticians, dentists, hairdressers, libraries, leisure centres.

### Notice boards

Council notice boards – make sure to contact the council for permission. Community notice boards, both outdoors or in a community centre, will display 'what's on' locally.



## Indoor locations

Some indoor venues and locations will be ideal to target your audience, so try displaying posters in:

- Reception areas and foyers.
- Stairs and lifts.
- Kitchens and toilets.
- Recreation spaces.



## Resources

### Event posters

Cycling UK has created a downloadable poster for you to use with a space to add the information about your event.

There is a Covid guidance poster if you have any specific requirements you'd like people to follow.

Create your own resources and use Cycling UK's 'How to create posters and flyers'.



## Permission

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You might need to get permission before putting up your posters. Ask the business owner, council or service manager so you're not accused of fly-posting.

Even if you don't need to seek permission, have a chat to staff and share the details of your events. Using word of mouth might increase attendance.