

# POSTCARDS

## FILL A CRUCIAL NICHE



- Direct Mail provides an intimate advertising medium consumers can absorb whenever they are ready.
- A colorful postcard delivering a timely marketing message will be kept, reviewed and moved from room to room – shared with family members and friends.
- Repeated viewing of company logos builds brand recognition. Your logo will be recognized from across the room.
- A postcard, because it's simple, grabs the interest and attention of potential customers quickly – they get the message right away.
- A postcard guarantees readership because it is immediately visually accessible.
- Consumer surveys report people are looking to:
  - o Browse for new products or services
  - o Better manage their homes, yards and businesses

## POSTCARDS IN VARIOUS SIZES ARE COST-EFFECTIVE VEHICLES TO HIT EACH TARGET.

**PREDICTION:** The personal computer will create a “paperless” society.

**PREDICTION:** The Internet will eliminate conventional advertising.

**RESULTS:** Neither came close.

In fact, the explosion of advertising on the World Wide Web has made print marketing even more efficient and effective – fewer competitors taking advantage of a niche that's profitable and reliable.



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## POSTCARDS VS. EMAIL — NOT A FAIR FIGHT

Technology has changed the marketing and advertising landscape but in reality, digital media has enhanced the world of direct mail marketing. Consider the advantages using a postcard marketing program provide:

- A postcard gets read and prompts a reaction – great for encouraging people to visit a website!
- Postcards are easy to share and pass along readership is high
- Mailbox overload? An inbox is bombarded with good news, bad news, wasted information and SPAM. Keeping up can become a burden.
- There's no instant “delete” button on direct mail – and because it's visually interesting, it will get at least a “quick look.”
- Finding real mail in a real mailbox is a pleasant experience. People handle your postcard – giving your logo and headline a chance to make an impression.
- A postcard is personal – your postcard is walked directly into the home or business.
- You directly target the people who receive your message – from gardeners to car enthusiast or stamp collectors. You can go beyond age, gender and location to delve into buying preferences, favored shopping locations and favorite car color.
- Surveys show people receive as many as 20 new emails every day. A postcard in the mail is a novel experience.
- Fear of identity theft keeps people from opening marketing-type email.
- Your postcard has no threat, hidden or otherwise. It can have as many “attachments” as you want – coupons, special offers, etc.

**BOTTOM LINE: ANYONE CAN SEND AN EMAIL BUT A POSTCARD IS UNIQUE AND SPECIAL.**



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### **AS YOU PLAN YOUR FUTURE MARKETING CHALLENGES, CONSIDER THESE ADVANTAGES OF USING POSTCARDS:**

1. Postcards, in various sizes are affordable even for small businesses.
2. Marketing via postcard gets your message to potential buyers without filters – no competing messages or electronic watch dogs.
3. Your competition doesn't know what you're offering when you go direct to prospects – unlike sharing space in print or on websites.
4. Postcards are versatile – mailings can be split to target prospects and existing customers.
5. Postcards aren't always mailed – they can be used as leave-behind pieces and over-sized business cards at trade shows and industry events.
6. Postcards build your brand – your logo is front and center
7. Postcards allow you to test various messages and offers – split mailings to various audiences, etc.
8. Postcards are inexpensive to design, print and mail – postage doesn't vary much from the smallest to the largest.
9. Postcards can become an over-sized coupon – bring this card in for a special offer, discount, etc.
10. Postcards can open electronic doors – postcards encourage prospects to visit websites or enter electronic codes to unlock specials and unique offers.



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### POSTCARDS HAVE DOZENS OF USES. AMONG THE MOST POPULAR ARE:

- Lead generation campaigns to generate sales from new customers
- Renewed acquaintance campaigns to generate business from previous customers Direct sales campaigns to existing customers and prospects – often based on demographics that fit a specific item or service
- Fund raising campaigns
- Welcoming new arrivals to the neighborhoods
- Directing prospects to special events, sales, etc.
- Announcements – grand openings, special appearances, etc.

**EACH OF THESE CAN PRODUCE PROFITABLE RESULTS WHEN COMBINED WITH PROPER PLANNING, INTELLIGENT DESIGN AND THE KEY INGREDIENT – THE APPROPRIATE MAILING LIST!**

