

February 2009

Dear Friend,

I don't know about you, but I enjoy getting postcards. Especially scenic ones from friends on vacation! But I actually don't mind getting marketing postcards that much either. Unlike letters, I don't have to open an envelope to see what's inside. After glancing at both sides of the card, I can decide if it's worth saving, then either toss it in the recycle pile or set it aside to take action on later.

This month's newsletter is about postcards and why they're such effective marketing tools. I'm also including a resource that may come in handy.

Postcards - Effective *and* Affordable

by Chris Wilson

There are many reasons postcards are so effective as marketing tools:

- Lower printing costs than traditional direct mail letters - which means a better return on your investment (ROI).
- Ability to grab a reader's attention better, through graphics, color, humor, and catchy headlines.
- Good for follow-up contacts after initial contact has been made with customers.
- Easy for the reader to quickly scan.

As lead generators, postcards are the best. Ask any real estate agent. Over 30 years ago, realtors and real estate agents began using postcards as a means to advertise homes that were for sale as well as their own services. Obviously, this method worked because postcard marketing is still one of the top choices for realtors today when seeking new business.

Other businesses have discovered the value of postcards too. With the rising cost of postage and paper, and everyone getting sick and tired of "information overload," postcards make a lot of sense to most companies these days. Postcards help you "keep it simple," with less text and more graphics. They can also be very effective in marketing campaigns that require repeat mailings, due to the lower cost involved with printing.

Here are a few tips for maximizing the effectiveness of your own postcard marketing campaign:

- Break up your mailing list into different sections, allowing for variations in the message you're sending out, according to your different target audiences.
- Make sure your postcard's headline is clear and uses strong action verbs.
- Don't let the design of your postcard overshadow the value of your company's product or service . . . or whatever message you're trying to send your audience.
- Use both sides of the postcard; don't "waste" one entire side of the postcard on a graphic. Instead, integrate the design into the text.
- Don't forget to include a call to action. Let the reader know what he or she should do next.

RESOURCE

[*The Ultimate Postcard Marketing Success Manual: Increase Sales & Boost Branding - All for the Price of a Stamp!*](#) (by Joy Gendusa) has been praised as being the "go-to" resource on marketing with postcards. This book shows you how to plan your marketing budget, how to design effective direct mail pieces and offers that bring responses, and how to keep a steady flow of business. The book sells for \$19.95.

Gendusa is the founder and CEO of PostcardMania, recognized by *Inc Magazine* in 2005 as the fastest-growing direct mail postcard marketing company in the nation.

Did you know . . .

. . . the first postcard was printed in 1870, in connection with the Franco-Prussian war? The first advertising card appeared two years later, in Great Britain. And if you collect postcards, you're practicing deltiology!

If you need help creating postcards for your own marketing campaign, I can help. I offer a variety of other writing services as well, both online and print.

Check out my services at www.worddesign.biz/services.html. Comments and suggestions are welcome.

To your success,



Word Design

www.worddesign.biz