

TEN EASY TIPS TO INCREASE MARKETING WITH POSTCARDS

Each day people are inundated with circulars and solicitations, most of which end up in the trash. How do you get your message to the customer and not the garbage can? An eye-catching postcard is a quick and cost-effective way to help your business grow. Follow these ten tips for postcard marketing and maximize your direct mail response.

1. ***Make your postcard stand out from the rest.*** When sifting through the mass of circulars, if a piece feels more substantial or stands out, the customer may be more likely to pull it out of the pile. A **heavy stock** will always stand apart from the usual flimsy offers in the mailbox and using **full color** on at least one side of the card will up your chances of being noticed.
2. ***Protect your postcards.*** Prevent smearing and illegibility by adding a **UV coating**. A UV coating not only adds brilliance and shine to help your postcard pop, but also it protects your message from the hazards of mailing.
3. ***Order in bulk.*** To save costs order in large quantities whenever possible and warehouse the postcards for future mailings. When your content is consistent storing can bring significant savings.
4. ***One-day turnarounds.*** Be sure to have a printer on call who can meet last minute deadlines. When promoting a specific product, service, or event, several factors can disrupt your plans. There is nothing worse than being stuck with a boxes of special offer postcards that can't be sent because of inclement weather that incapacitates your target audience or because you've had to change your prices to meet a competitor's recent discount. While it is good to plan ahead, business conditions can change on a moment's notice. Sometimes holding off on the final design is the best call.
5. ***Mail more than once.*** The best time to be in front of your prospect is when he or she is about to buy. Not knowing exactly when that may be, your best option is to capture **mindshare**—the creation of consumer awareness so that your product is the first thing buyers think of when they are ready to make a purchase. Most studies show that a minimum of four mailings to the same list has a positive effect and helps to increase mindshare.
6. ***It pays to test.*** Vary your offer, the image, the text, when you mail, to whom you mail, and the call to action. Make sure to track the results, which may surprise you. Sometimes a higher price can yield a greater response or certain months, weeks, or days can prove more effective than others.
7. ***The immediacy factor.*** Without envelopes or packaging, the postcard's simplistic design takes advantage of the immediacy factor. Don't muck it up by hiding what you have to say in confusing designs. Choose an image that helps convey your message and be concise with your text. Keep it. You have only two to three seconds to grab your customer's attention. Make sure your offer is readily apparent and interesting so that you avoid the doom of the waste basket.
8. ***Ask for the order.*** Are you trying to increase your website traffic? Looking to get more people in your store? Every postcard should ask for a response—something

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- you want from the customer. Limited time offers, free reports, and website deals are all techniques that can help.
9. ***The list.*** An updated, targeted list is the most important part of the process. Make sure the contact information is current and that you respect those who wish to be removed from your list. Play with the list by targeting different zip codes, past customers, and blind markets. And remember to always track the response.
 10. ***When you have a winner, do it again.*** Tinker with the design, add special features, but know when to stop. When you find a postcard that works, keep on using it!