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7 Tips for Successful Postcard Marketing

By Bob Leduc

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Simple low-cost postcards have become a valuable business tool for modern marketers. They can produce a surge of traffic to your web site or a flood of high-quality sales leads.

The following 7 tips will help you get the maximum response from postcards at the lowest cost.

Tip 1: Focus on the Mailing List

Make sure your postcards go to prospects likely to be interested in your offer ...and who also have a proven history of acting on offers that interest them.

For example, send them to customers of non-competing businesses that sell to your targeted market, subscribers to publications read by prospects in your targeted market or to prospects who previously requested information about products or services similar to those you offer.

You can get all of these lists from most mailing list brokers.

Tip 2: Be a Friend

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Set up your postcard to look at first glance like a message from a friend instead of like a magazine ad printed on a postcard. It will boost the number of replies you get.

A postcard that looks like a friendly message produces a pleasant emotional reaction from readers instead of the harsh emotional reaction most people have to advertising.

Tip 3: Ditch the Sales Pitch

Don't try to close sales directly from your postcard. You don't have enough space to provide all the information most

prospects need to make a buying decision. Instead, use your postcard to generate sales inquiries.

Begin your postcard by briefly stating the major benefit(s) you offer. Then use the remainder of your postcard to motivate readers to get more information from a source where you can close sales ...such as at your web site or from a phone number they can call.

Tip 4: Get Right to the Point

Postcards are delivered "ready to read". Take advantage of this. Get right to the point to capture the reader's attention immediately. This makes it difficult for prospects to avoid reading your postcard – especially if your entire message is brief and easy to read.

Tip 5: Go First Class

Send your postcards by First Class Mail. It costs only 23 cents in the US if make them at least 3 1/2 by 5 inches but not over 4 1/4 by 6 inches.

This gives you all the benefits of First Class Mail for just a few cents more than Standard Mail ("bulk rate mail") ...and it produces a lot more replies.

Tip 6: Watch Your Timing

Send your postcards so they arrive on Tuesday or Wednesday. The volume of mail delivered in the US on those days is usually light and your postcards won't have to compete with

a lot of other mail delivered at the same time.

Try to avoid having your postcards delivered on Monday. It's usually the biggest mail delivery day of the week and a very busy day for most people.

Tip 7: Economize on Designing and Printing

Don't spend a lot to design and print your postcards. Using an elegant layout with colorful graphics can be expensive and it rarely improves your reply rate – unless you are selling those services.

Simple postcards designed to look like a message from a friend can be printed on your own computer for only 1 or 2 cents per card ...or you can have a commercial printer do the job for as little as 4 to 7 cents per card.

The next time you want to drive a surge of traffic to your web site or generate a flood of new sales leads – send postcards. And be sure to follow the 7 tips revealed in this article to get the maximum response to your postcards for the lowest cost.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards* ...and launched **BizTips from Bob**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

Creating a Postcard Marketing System

By Martha Retallick

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No doubt about it, creating nice postcards and sending them out to an appreciative audience is a lot of fun. But treating your postcard marketing efforts that way probably won't grow your business.

Your cards will grow your business when you think of them as tools in a marketing system. A successful postcard marketing system consists of the following six steps:

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Step #1: Idea Generation

Step #2: Card Creation

Step #3: Printing

Step #4: Mailing

Step #5: Follow-up with Prospects and Clients

Step #6: Cost-Tracking and Evaluation of Results

Use this system by starting with Step #1, proceeding through the next five steps, then repeating the process, over and over again. Why the repetition? Four reasons:

1. Marketing expert Jeffrey Lant is a big proponent of what he calls the "Rule of Seven." What it means is that people need to be exposed to your message at least seven times in 18 months before they're ready to buy from you.

2. Think for a moment: How many businesses do you hear from on a regular basis? Not too many, right? And inattention to customers can prove costly.

How costly? Well, according to research conducted by the Price Waterhouse accounting firm, 70% of the people who leave a supplier do so because of lack of contact, follow-up or individual attention. That's not good. But think of how easy it would be to make your business stand out from the crowd if you sent your customers a regular postcard...

3. Another idea to ponder, and this one has actually been proven through numerous studies: It costs 6 times more to win a new customer than it does to make a sale to an existing customer. What this means that if you have a customer list, and if you send regular postcards to the people on that list, you'll build repeat sales for your business and become more profitable in the process. This leads right to our fourth and final Reason for Repetition...

4. A business that customers hear from is one that they'll keep in mind — and keep on patronizing.



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