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A Forgotten Marketing Tool - The Postcard

By Sue and Chuck DeFiore

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The postcard can be a very powerful marketing tool. Many of our customers and/or students use them in their business. The key is to set up the card to market effectively for you. Concentrate on a specific item or niche.

When used correctly a post card can become very powerful marketing tool. Be sure the front of your card is explicit. It should be clear to your customer what you are selling. A color postcard is a must, unless you are using black and white to your advantage, that is, to make a point.

The front should motivate your customer to turn it around and see what you are offering or what you can do for them.

The back of your card should make your points in a clear and concise manner. After this is done be sure to give your customer a number of ways to contact you: by phone, by email, by snail mail. If you have a website be sure you mention it here.

Remember you need to take a limited amount of space and address the main concerns that your customers have or to delineate what you are selling and its advantages. Give your customers reasons to contact you. For example, you have a solution to their problems, and remember make it easy for them to contact you.

Address their concerns rather than tooting your own horn, you can do that in your follow-up. Your postcard is not the place to discuss you, but what you have to offer to your customer, or how you can help your customer. You need to have a unique selling point (USP).

You can expand the limited amount of space on post cards by using certain fonts and typefaces. Just be sure that they are readable to everyone. Remember, people over 40 start having a hard time seeing all that tiny print.

So start making post cards a part of your marketing campaign. You can also use them to announce a seminar, extend an invitation to your new website, make an announcement (new product, new store location), etc. I am sure if you brainstorm you can think of a myriad of ways you can use postcards.

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Postcard Marketing - Low Cost Visibility

By Claire Cunningham

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You need to be visible to attract customers, right? But how do you get that visibility when you're short on cash? Here's an idea that's worked for many businesses. It's postcard marketing, and it's very affordable.

You can design your own postcards or hire a designer. Print the cards on 67# card stock to meet USPS requirements. Two or four cards will fit on an 8 ½" x 11" sheet so you'll have to use a paper cutter. Postage is just \$.23 a card.

Here are some ways to use postcards:

- 1) REFERRALS – Send postcards regularly to your best contacts asking for referrals.
- 2) ANNOUNCE EVENTS - Send postcards to let folks know about events like classes, seminars, sales, open houses, etc.
- 3) PROSPECTING - Send a series of postcard mailings to identified prospects to "soften them up" before you phone them.
- 4) BUILD WEBSITE TRAFFIC - Use postcard mailings to tell people your site is there and when you make significant additions.
- 5) GROW YOUR NEWSLETTER SUBSCRIBER LIST - Postcard mailings can publicize your newsletter to new audiences.
- 6) MAKE AN OFFER – Do you have a booklet to give away? Are you offering a special discount? Postcard mailings can get out the word.
- 7) SAY THANKS - Use postcards to say thank you for business, referrals, or information.

Of course, for best results you need a good list. Make sure your mailings are going to the right people. Also, you'll get a better response if you offer something of value.

Finally, repeat, repeat, repeat! As with any marketing, repetition is critical. A single mailing may get a disappointing result. Don't be surprised or discouraged. Keep at it with a consistent look, message and audience, and over time your message will sink in.

A response rate of 1–3% is the average, but you may be able to generate significant sales from those responses. Referral mailings can yield business that's three or more times the cost of the mailing.

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Impair Healthy Healing In People Over The Age Of 30!