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High Response Marketing With Low-Cost Postcards

By Bob Leduc

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High Response Marketing With Low-Cost Postcards
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Postcards can drive a huge amount of traffic to your web site, generate a flood of new sales leads or produce a surge in any business activity you want. And you don't have to spend a lot of time or money on them ...if you apply these four little-known postcard marketing secrets.

Postcard Marketing Secret #1:
Keep Your Message Very Brief

Don't try to close sales with postcards. You don't have enough space to provide all the information needed to close sales.

Instead, briefly state the major benefit(s) you offer to attract the reader's attention. Then focus on motivating them to get more detailed information from a source where you can close sales. For example, send them to your web site or give them a phone number to call.

Postcard Marketing Secret #2:
Design Your Postcard To Look Like A Message From A Friend.

Most postcards I see look like an ad in a magazine. But when a postcard looks like advertising, people react to it as advertising. They don't pay much attention to it.

High Response Marketing With Low-Cost Postcards

Instead, set up your postcard to look like a brief personal message from a friend. This attracts attention and lures prospects into reading your postcard ...even though they realize it is advertising. It generates a lot more replies than postcards that look like an ad.

Postcard Marketing Secret #3:
Don't Spend a Lot on Printing

Postcards that look like a personal message can be very inexpensive to print. For example, here are 2 ways you can

do the job on any computer with a printer:

* Print postcards on plain (no printed lines) 4 x 6 inch index cards. Cost: about 1.5 cents per card.

* Print 4 postcards at a time on 8 1/2 x 11 inch sheets of standard index card stock. Then cut the sheets into quarters. Each postcard will be 4 1/4 inches high by 5 1/2 inches wide. Cost: about 1 cent per card.

Tip: In the US you can send postcards by First Class Mail for 23 cents if you make them at least 3 1/2 inches high by 5 inches wide but not over 4 1/4 inches high by 6 inches wide.

Postcard Marketing Secret #4:
Don't Underestimate the Importance of Your Mailing List

You can generate a high percentage of replies by sending your postcards to prospects likely to be interested in your offer AND who have a proven record of taking action on offers that interest them.

This is why postcards produce a big response when you send them to your existing customers. But how can you find new prospects with these same 2 characteristics? Here are 2 ways:

1. Rent the customer lists of companies that are not your competitors, but who sell their products or services to the same targeted market.

2. Rent the paid subscriber lists of magazines and

newsletters read by prospects in your targeted market.

You can get both lists through most mailing list brokers.

The next time you want to generate a flood of traffic to your web site or a flood of new sales leads ...send postcards. Apply these four little-known postcard marketing secrets and you'll produce a big response without spending a lot of time or money.

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

Modern Marketing With Postcards

By Bob Leduc

Postcards may be one of the best kept secrets of modern marketing. They produce even better results now than in the past. That's probably because postcards deliver information the way people want to get it today ...fast and with little or no effort.

Use Postcards to Generate Website Traffic and Sales Leads

A brief captivating message on a postcard with an enticing offer sent to the right prospects will generate a flood of traffic to your website – or a large number of sales leads.

Keep your postcard simple. Make it look at first glance like a message from a friend instead of like an advertisement. This creates a pleasant emotional response from readers even though they quickly realize that it is a commercial message.

State the biggest benefit you offer to customers. Then briefly add a few other advantages or features you provide. End with a compelling reason for prospects to contact you ..or to go to your website for more details. It's that simple.

Tip: Don't try to close sales directly from a postcard. There's not enough space on a postcard to provide all the information your prospects need to make a buying decision.

People Read Postcards

High Response Marketing With Low-Cost Postcards

Almost everybody will read a postcard – even those who usually throw out other direct mail without opening it. That's because it's almost impossible to throw out a postcard without looking at the message.

This high rate of readership is the main reason why postcards produce a bigger response than other types of direct marketing. With other types of marketing you often lose prospects who would have responded to your offer – but they never saw it.

Tip: Postcards are an excellent low-cost alternative to email. People get so much email today that even legitimate messages are getting deleted unread. But they get few if any postcards. Your message is guaranteed to get their attention when it's delivered on a postcard.

Postcards are Cheap to Produce

Postcards cost less than 2 cents each to produce if you print them using your own computer. You can print postcards individually on blank 4 x 6 inch index cards or print 4 postcards on 8 1/2 x 11 sheets of index card stock and cut each sheet into quarters.

Your postcards will cost between 4 cents and 9 cents each to produce if you use a commercial printer

...depending on the number you have printed and the quality you want.

Postcards are Cheap to Mail

Even the postage for mailing postcards is cheap – 23 cents each to send them by First Class Mail in the US. The only requirement for this special rate is that the dimensions of your postcards must be at least 3 1/2 x 5 inches but not over 4 1/4 x 6 inches.

Tip: Always use a real 23 cent stamp on your postcards. It produces more replies than a printed indicia (imprinted postage) ...probably because people associate a printed indicia with junk mail.

Don't overlook postcards the next time you want to drive a huge amount of traffic to your website or generate a flood of new sales leads. They're simple to use, highly effective and very low-cost.

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Modern Marketing With Postcards

Low-Cost Marketing With Business Postcards

Postcard Marketing - Low Cost Visibility

GENERATE WEB SITE TRAFFIC AND SALES LEADS WITH POSTCARDS

There's More To Marketing ROI (Return On Investment) Than Meets The Eye

Web Audio Plus Software

Affiliate Marketing PLR Kit

Copywriting Crash Course

Web Biz for Beginners

Instant Info-Product Business



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[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!