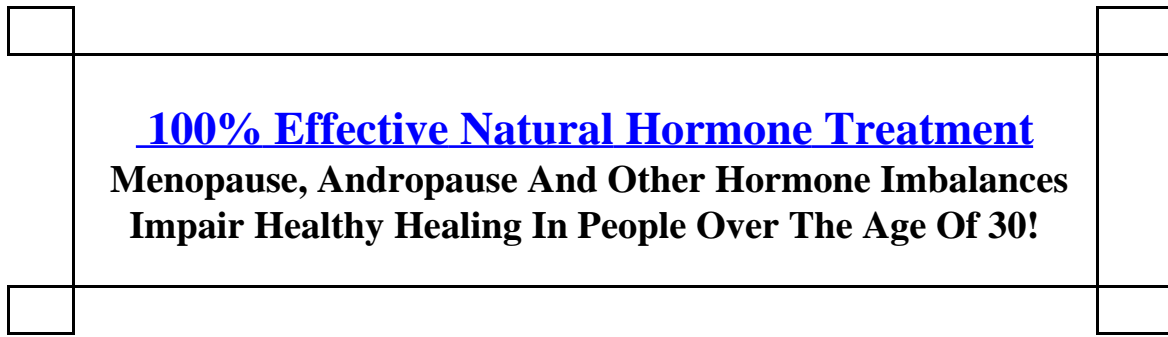


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Postcard Marketing Done Right

By Joy Gendusa

Say it with a post card. A well designed, colorful, high impact postcard in the mail box of your prospect is your best ticket to a new customer. For your existing customer, a marketing campaign which includes frequent post cards is the perfect start to new sales – this is one of the key small business marketing strategies.

For the recipient:

- You don't have to open a post card!
- You see it right away, the bright picture is not hidden from view by an envelope.
- The message leaps right out and you can't ignore it or throw it in the trash unopened (the fate of many bulk mail pieces).

For the marketer:

- Save money. You can mail a post card 1st class for less than the cheapest letter rate.
- No stuffing required.

Postcards win out on all counts.

Check out the following case study.

Here is what one successful postcard marketer had to say: "The immediate result was many times more than we had expected and we even had to reduce the number of postcards going out each week because we had more calls than we could handle. We've always heard that a 1–2% response is considered very good for a mailing but we are getting at least triple that amount!"

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To give you some idea, the first week's mailing went out to our oldest customer account, most of whom hadn't done business with us for over a year. The first week after the post cards went out we got a 3% response on those accounts. And 6 weeks later we are still getting calls from those accounts.

"I also know that it takes time for the response to build and just this past week, the 6th or 7th week since we started mailing the post cards, we increased from the 23 calls in per hour average we saw at the beginning of this month to 45 calls per hour in at the end of the month.

"That's almost 900 calls in per week more than just 4 weeks ago.

"We're already planning our next post card mailing and are quite certain that this was one of the best investments in promotion to our existing customers we have ever made." Ron Nedd at Kevis Rejuvenation Programs, Inc., Beverly Hills, California

Now that is postcard marketing done right!

Joy Gendusa founded PostcardMania in 1998, her only assets a computer and a phone. By 2004 the company did \$9 million in sales and employed over 60 people. She attributes her explosive growth to her ability to choose incredible staff and her innate marketing savvy. Visit

<http://www.postcardmania.com>

Postcard Marketing - Low Cost Visibility

By Claire Cunningham

Postcard Marketing - Low Cost Visibility by Claire Cunningham

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"

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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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