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The Humble Postcard Is Making A Comeback

By George Dodge

If you were a contestant on Jeopardy and the answer was "Postcards," what would the question be?

How about:

"What is one of the most incredibly effective, yet under-utilized methods for driving qualified buyers to your business or website?"

Many businesses think postcards are a little old-fashioned for this era of Internet Marketing, but nothing could be further from the truth.

Online marketers are discovering that using email lists as an effective form of marketing is fading fast due to the unfortunate avalanche of SPAM (unsolicited commercial email)!

Internet Service Providers and individual consumers are now trying to filter out the ever growing glut of SPAM. But, unfortunately the software developed to assist in SPAM control is not terribly accurate and a very large amount of legitimate communications between a business and its customer base is being unintentionally blocked by these filters.

And even if the email does get through, it is often lost among the other 200 or so emails in the receiver's inbox and simply gets bulk deleted. As a result, email is no longer a reliable method of maintaining contact and building a relationship with customers.

Yet, most small businesses do not have large budgets to conduct full fledged direct marketing campaigns. The humble postcard comes to the rescue! The humble postcard can serve both online and offline businesses well, driving traffic to both brick-and-mortar stores as well as commercial websites.

Famous copywriter Gary Halbert says most people sort their mail over a waste basket. As they mentally separate the mail into two categories, junk and personal, the junk mail drops directly into the

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wastebasket unopened. But the postcard is already open. It is small and easily read at a glance so the likelihood of the message getting through is increased greatly. And at the same time the production and mailing cost remain economical.

Postcard advertising and postcard marketing are back in vogue. Marketing postcards can be sent to customers as personalized postcards for any number of occasions, including holidays, birthdays, special events, or special offers.

The simple postcard economically helps keep businesses in touch with their customer base and develop that all important relationship between the business and the customer. Promotional postcards should be in every marketer's bag of tricks!

Are they in yours?

George Dodge is owner of

<http://www.Postcard-Marketing-Campaigns.com>

a resource site where you

can discover how to create winning postcard marketing campaigns for building your business on a budget. Discover how you can download 3 FREE Chapters from the "Market With Postcards" course.

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.

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- 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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