

# IMPACT!



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Call us  
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Begin to  
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*“Linking Companies to their Communities”*

## ! *Postcard Direct Mail*

**Promoting your business with a direct mail postcard campaign is one of the most effective ways to reach your customers and build your business.**

A Direct Mail Campaign should be included in your Marketing/Public Relations Plan. But the price of postage and the “how to get them to open it” dilemma can be difficult barriers to success.

Postcards can be the answer to both issues.

First, they are cheaper to mail and cheaper to print – and in full color. Many printers specialize in postcard printing; you can get 2,500 full color, glossy postcards printed on heavy coated stock for under \$200.00. Search the web for these specialty printers. Ask for samples.

The instant appeal and attraction of a well-designed, full-color postcard certainly makes it stand out amongst envelope-wrapped letters.

The average American is exposed to more than 5,000 marketing messages a day. This makes repetition crucial – as your audience may hardly notice your message the first time you send it.

Sending more than one postcard to the same audience increases your chances of catching people when they need what you're offering. Most of the time, no response from a prospect means “no for now” ; not “no forever”.

**Marketing Tip:** Send postcards every 6 weeks to keep your business in front of your customers and prospects.

### Regular & Repetitive

The key to success is persistence. If you want your business to be successful, you must market continuously.

Repetitive mailings will increase your customers’ and prospects’ interest in your business and keep your name and services in front of them.

Timing and your prospect’s need for your services are everything. With repetitive mailing, you have a better chance of getting your name in front of your potential customer when he is thinking about his need for your services.

Postcard mailings can be done in a variety of ways.

A less expensive strategy is to systematically and periodically send the same “branded” genetic postcard to everyone on your list.

Another strategy is to create several postcards that “tell a continuing story”, building the receivers’ interest in your business until they’re ready to buy.

Experts advise mailing to a list at least three times before calling it a dud. And don’t stop mailing to a list as long as you’re getting a high ROI.

Building trust takes time. People need time to know you and like you before they will trust you with their business. So keep those postcards coming!

## Make an IMPACT! in 2008

**Make an IMPACT! with  
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with  
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increase your credibility and builds your organization’s identity.

**Understand how to better  
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.