

IMPACT!



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Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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! “Linking Companies to their Communities” *Postcard Marketing*

Postcard marketing is very effective if done correctly. It can help you increase your sales and attract more prospective customers to your business website.

A recent survey* suggested that 63% of people feel that the appearance and message of a direct mail piece makes a difference in their decision to respond. The instant appeal and attraction of a well-designed, full-color card certainly makes it stand out amongst envelope-wrapped letters.

Your postcard marketing will stand out with these tips:

Send it to the right people.

Make sure that you have the right list of prospects. This saves time, effort, and most especially, money.

Make your postcards personal.

Postcards are more subtle than other forms of advertising. Make your messages friendlier and always be polite.

Don't do your selling with postcards.

Include a brief introduction about your company, the benefits your recipient will get when they accept your offer, and your contact information.

Motivate Readers with Your Message

Encourage a prospective customer to take a positive action or accept an offer. Make your message short, clear and concise. Use call-to-action words that specifically tell the reader what to do. The reason why postcard marketing is effective is because consumers are often too busy to read long letters or mails. Be very clear on the benefits of what you are offering versus the features.

Remember: [Benefits sell, features describe.](#)

Always send First Class Mail.

A First Class Mail stamp costs less than 30 cents for a standard size postcard (4.25 x 6). You can ask for a Return to Sender Option and other significant features that can help you track the results of your postcard marketing campaign more easily.

Proper Timing Counts.

Most experts recommend sending direct mailings or postcards for delivery on Tuesdays or Wednesdays since the volume of mails delivered during these days is lighter. Avoid sending your postcards on Mondays, which is traditional a heavy mail day.

You must be regular and repetitive.

A one-shot mailing leaves a lot of leads on the table. Your mail piece is just one of the hundreds of messages glanced at daily by the average customer.

Even with a well-designed piece that succeeds in gaining attention, a substantial percentage of recipients will notice but not respond.

More mailings will develop them into customers.

69% percent of those surveyed* stated that their current needs and the timing of the offer mattered to their response.

Even if they aren't ready for you now, continuing your mailings will increase their interest and keep you in front of them. Then when they are ready, you're right there.

Postcards are especially good as a follow-up to a more elaborate direct mail piece, such as a letter and brochure.

*Survey conducted in Baltimore, Maryland in 2008

Make an IMPACT!

**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 build your organization's identity.

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

IMPACT! develops effective strategic plans based on outcomes, so that you understand your target market and competition and have the knowledge to make informed decisions before implementing PR and marketing strategies.

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