



# POSTCARD MARKETING

By Dana Reese





# THE BENEFITS AND ADVANTAGES OF MARKETING WITH POSTCARDS

- ◉ Postcards are very inexpensive
- ◉ Simple to use
- ◉ Highly effective
- ◉ Produce results in just a few days
- ◉ Unavoidable



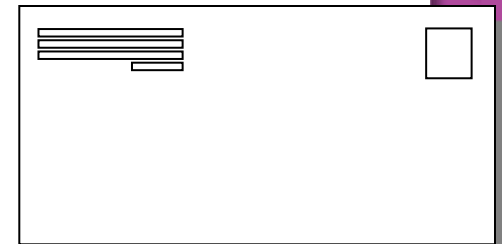
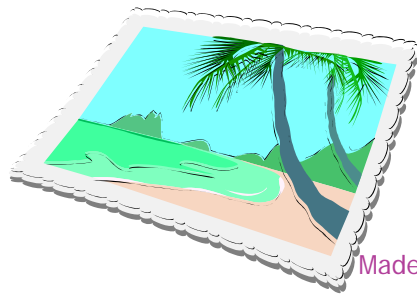


# POLL



# POSTCARD VS. LETTERS/FLATS

- The postage is cheaper -- almost one half the price of a first class stamp
- Postcard stock is cheaper than paper and envelope
- Your message is clearly and easily seen



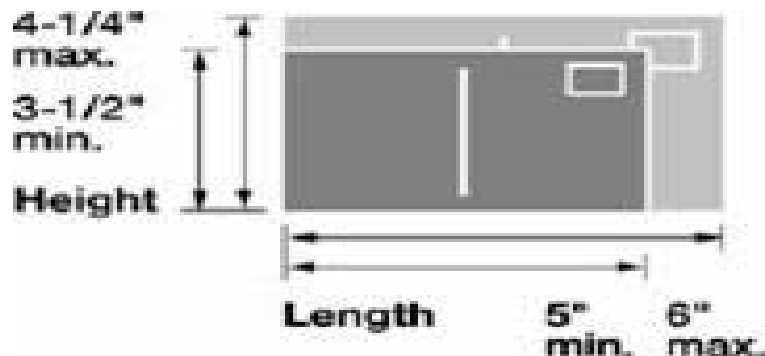


# POSTCARD PRINTING

- ◉ Print postcards with your own computer
- ◉ Print professionally for about \$.33-\$.90 cents each
  - Rate depends on the quantity, color, card size



# FIRST-CLASS MAIL® POSTCARDS (\$0.28 EA)



Dimension	Minimum	Maximum
Height	3-1/2 inches	4-1/4 inches
Length	5 inches	6 inches
Thickness	0.007 inch	0.016 inch

- Any item smaller than the minimum dimensions is not mailable
- Postcards must be rectangular and be made of unfolded and uncreased paper or card stock
- Large cards that exceed the maximum dimensions of a postcard pay the First-Class Mail letter price or First-Class Mail large envelope price (\$0.44 each).



# RESEARCH

- Call or Survey
  - Find out as much as you can
- Current Customers
  - What do they like best? Least?
  - How can your product be improved?
- Potential Customers
- Competitors
  - Who are they?
  - What are they doing?





# MAILING LIST



- ◉ In-house list of qualified prospects is usually the best way to go
- ◉ Motznik Information Services
  - create a custom Marketing Lists to help you hone in on your specific target audience and increase the success of your campaign
  - (907) 344-6254  
<http://www.motznik.com>



# MAILING LIST CONSIDERATIONS

- ◉ List is current, accurate, no duplications, etc.
- ◉ Mailing services
  - check list for accuracy
  - prepare the mail in a better way so as to get a discount on the shipping fee
  - updates the customers' database with the current and correct addresses available from the USPS



# POSTCARD MARKETING SUCCESS

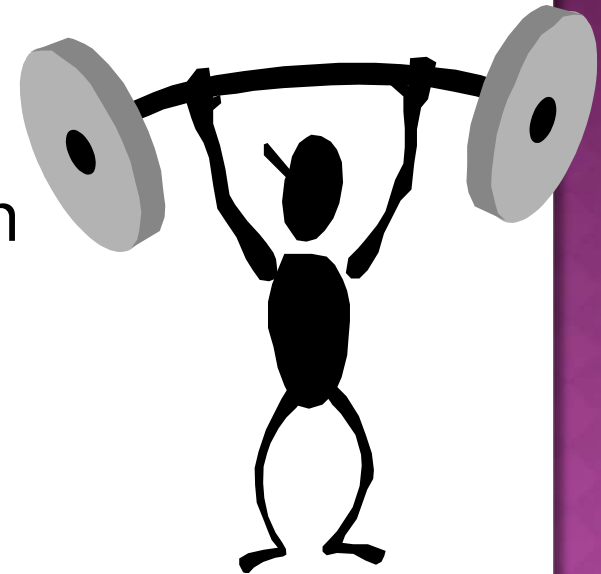
- ◉ Choose a product or service to offer.
- ◉ Determine your marketing or sales strategy.
  - Clearly define your goals (objectives)
  - Strategies to meet your goals
- ◉ Identify your target audience.
  - Characteristics, demographics - gender, ethnicity, age, education, income, hobbies, interests, etc.
- ◉ Determine how you want your reader to respond. **Call-to-action.**
  - Give them more than one way to respond (phone, email, website)





# POSTCARD MARKETING SUCCESS

- ◉ Create the offer
  - What are you offering and how does it benefit the reader?
- ◉ Create rough-draft
- ◉ Select the paper and production method
- ◉ Tally the orders





# MARKETING MESSAGE TIPS

- Make Your Message Brief
  - Your brief message cannot be overlooked - even by people quickly screening their mail
- Make Your Message Personal
  - It creates the feeling of reading a note from a friend instead of reading an ad
- Offer value
- Headline should be interesting
  - You can't bore people into contacting you
- Use numbers and other eye-catching specifics



# POSTCARD MARKETING IDEAS

- ◉ Promote new product
- ◉ Promote website
- ◉ Invitation to a special event
- ◉ Promote a special offer
- ◉ News flash
- ◉ Announcement
- ◉ Thank you messages





# PLAN FOR 3 MAILINGS

- Increase response rate





## MORE TIPS



- ◉ Properly and promptly fulfill the orders
- ◉ 3 Times-a-charm!
- ◉ Keep track of the orders as to which list or database and what areas they are coming from
- ◉ Note what people are buying including styles and colors
- ◉ Add your new customers to your database
- ◉ Determine if you made or lost money on this effort
  - How much?
  - Why?



# POSTCARD DESIGN

- ◉ Hire a professional graphic designer to create your postcard design
- ◉ Use well-designed template and then customize it
- ◉ Be original
- ◉ Design should enhances your message and makes it more readable





# GRAB THE POSTCARD RECIPIENT'S ATTENTION:

- ◉ Use bright bold colors
- ◉ Use large bold text to emphasize particular information
- ◉ Be direct, don't waste the space or their time
- ◉ Make them an offer they can't refuse!
- ◉ Use Pictures



# PLAN THE DELIVERY DAY

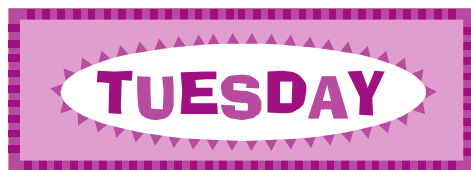


## ⦿ Tuesday or Wednesday

- best days for your postcard to arrive

## ⦿ Monday

- heaviest mail delivery day of the week and the busiest day of the week for most people. Schedule your mail so your postcards do NOT arrive on Monday.



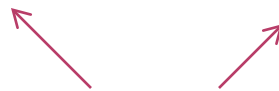


# COMMON ONLINE POSTCARD PRINTING COMPANIES SERVICES

- ◉ 4-color on both sides
- ◉ Mail First-Class Mail<sup>®</sup>, Standard Mail<sup>®</sup>, or Nonprofit—with discounts on any volume
- ◉ 100% custom - ability to use your own images
- ◉ No minimum quantities! Send one or thousands

***PremiumPostcard***

**Click  Mail**

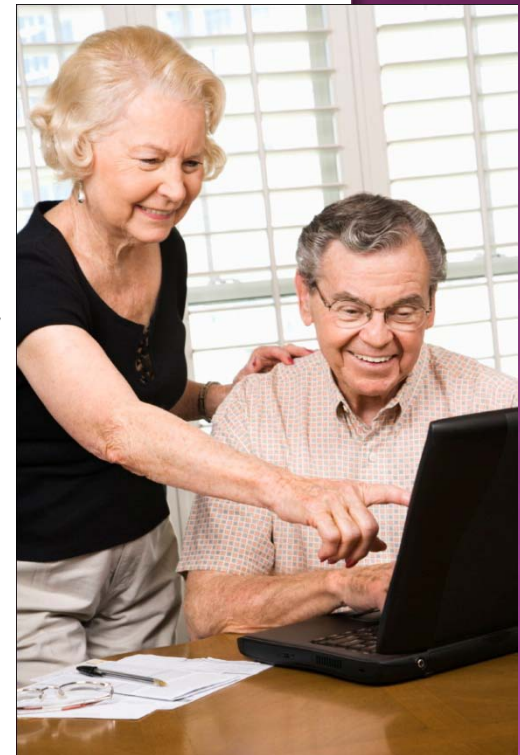


Both companies are affiliated with the United States Postal Service

# COMMON ONLINE POSTCARD PRINTING COMPANIES SERVICES

## ◉ Design Options

- Web-based design tools
- Complete design templates that customers can personalize
- The ability for customers to upload their own designs
- Stock images for customers to use
- The ability for customers to proof their designs online before checkout



# COMMON ONLINE POSTCARD PRINTING COMPANIES SERVICES

## ○ Mailing List Options

- upload your own list
- Some printing companies can provide you with a customized mailing list



# POSTCARD PRINTING COMPANIES

- ◉ Premium Postcards

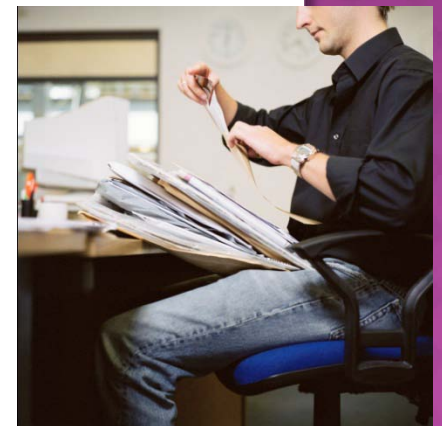
- <http://www.premiumpostcard.com/>

***PremiumPostcard***

- ◉ Click2Mail

- <http://click2mail.com/?USPS=1>

**Click  Mail**





# PREMIUM POSTCARD SIZES


**Pricing**


- On-Line Pricing**
- List Services Pricing**
- Graphic Services**
  - Basic
  - Comprehensive
  - Custom Template
  - Template Design


[On-Line](#) | [List Services](#) | [Graphic Services](#)


[Purchase Now](#) 


**4.25"x6"**  


**5.5"x8.5"**  


**5.5"x11.5"**  


**5.5"x8.5" Fold-Over**  



**8.5"x11" Fold-Over**  


**5.5"x17" Fold-Over**  


[Close All](#) | [Expand All](#)

# PREMIUM POSTCARD RATES

## First-Class

[Purchase Now](#) 

If getting your mail there fast is your top priority, use First-Class Mail. First-Class Mail postage rates are the same regardless of how far the mail travels. That's a great deal First-Class Mail postage includes forwarding and return services and it is generally delivered in 3-5 days nationally.

Quantity	4.25" x 6"	5.5" x 8.5"	5.5" x 11"	5.5" x 8.5" Fold-Over	8.5" x 11" Fold-Over	5.5" x 17" Fold-Over
1 to 9	\$1.25	\$1.55	\$1.80	\$1.60	\$1.90	\$1.90
10 to 24	\$1.15	\$1.49	\$1.70	\$1.50	\$1.80	\$1.80
25 to 49	\$1.06	\$1.36	\$1.61	\$1.41	\$1.71	\$1.09
50 to 99	\$0.98	\$1.28	\$1.53	\$1.33	\$1.63	\$1.63
100 to 249	\$0.91	\$1.21	\$1.46	\$1.26	\$1.56	\$1.56
250 to 499	\$0.85	\$1.15	\$1.40	\$1.20	\$1.50	\$1.50
500 to 999	\$0.80	\$1.10	\$1.35	\$1.15	\$1.45	\$1.45
1,000 to 2,499	\$0.75	\$1.05	\$1.30	\$1.10	\$1.40	\$1.40
2,500 to 4,999	\$0.70	\$1.00	\$1.25	\$1.05	\$1.35	\$1.35
5,000 to 9,999	\$0.66	\$0.96	\$1.21	\$1.01	\$1.31	\$1.31
10,000 to 19,999	\$0.62	\$0.92	\$1.17	\$0.97	\$1.27	\$1.27
20,000 to 29,999	\$0.58	\$0.88	\$1.13	\$0.93	\$1.23	\$1.23
30,000 to 39,999	\$0.55	\$0.85	\$1.10	\$0.90	\$1.20	\$1.20
40,000 to 49,999	\$0.52	\$0.82	\$1.07	\$0.87	\$1.17	\$1.17
50,000 plus	\$0.49	\$0.79	\$1.04	\$0.84	\$1.14	\$1.14

## Standard

[Purchase Now](#) 

Standard Mail (or Bulk Mail) is a great alternative if you are mailing 200 or more postcards. It offers lower postage rates however delivery times can be as much as 10-14 days. Standard Mail postage does not include forwarding and return services.

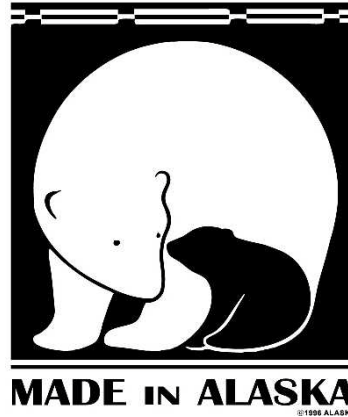
Quantity	4.25" x 6"	5.5" x 8.5"	5.5" x 11"	5.5" x 8.5" Fold-Over	8.5" x 11" Fold-Over	5.5" x 17" Fold-Over
200 to 499	NA	\$1.04	\$1.29	\$1.09	\$1.39	\$1.39
500 to 999	NA	\$0.99	\$1.24	\$1.04	\$1.34	\$1.34
1,000 to 2,499	NA	\$0.94	\$1.19	\$0.99	\$1.29	\$1.29
2,500 to 4,999	NA	\$0.89	\$1.14	\$0.94	\$1.24	\$1.24
5,000 to 9,999	NA	\$0.85	\$1.10	\$0.90	\$1.20	\$1.20
10,000 to 19,999	NA	\$0.81	\$1.06	\$0.86	\$1.16	\$1.16
20,000 to 29,999	NA	\$0.77	\$1.02	\$0.82	\$1.12	\$1.12
30,000 to 39,999	NA	\$0.74	\$0.99	\$0.79	\$1.09	\$1.09
40,000 to 49,999	NA	\$0.71	\$0.96	\$0.76	\$1.06	\$1.06
50,000 Plus	NA	\$0.68	\$0.93	\$0.73	\$1.03	\$1.03



QUESTIONS?



THANK YOU!



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