POSTCARD MARKETING

By Dana Reese

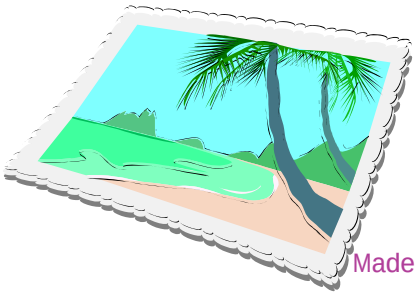
THE BENEFITS AND ADVANTAGES OF MARKETING WITH POSTCARDS

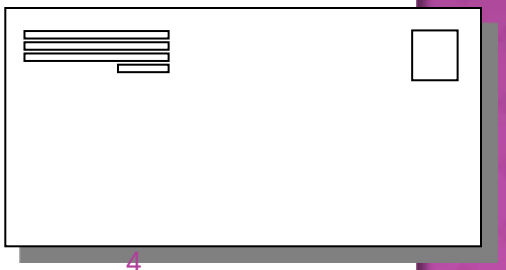
- Postcards are very inexpensive
- Simple to use
- Highly effective
- Produce results in just a few days
- Unavoidable

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

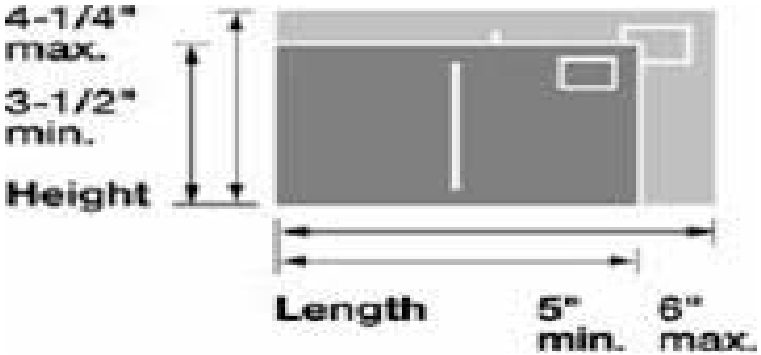




POSTCARD PRINTING

- 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

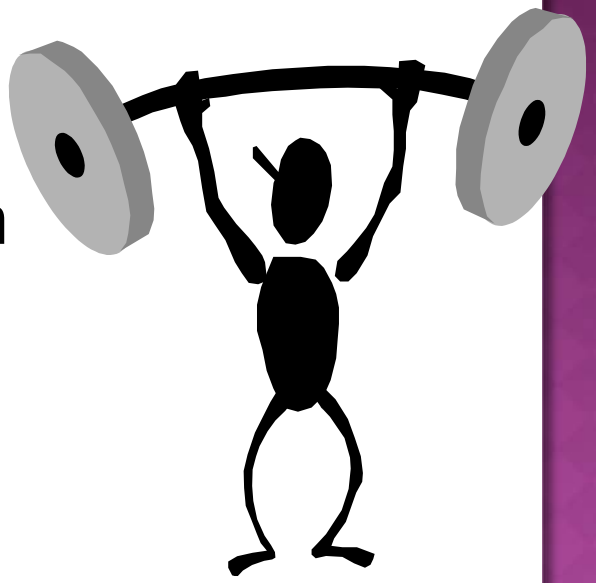
- List is current, accurate, no duplications, etc.
- Mailing services
  - check list for accuracy
  - prepare the mail in a better way so as to get a discount on the shipping fee
  - updates the customers' database with the current and correct addresses available from the USPS

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

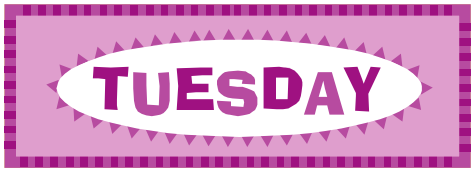
- Hire a professional graphic designer to create your postcard design
- Use well-designed template and then customize it
- Be original
- Design should enhances your message and makes it more readable

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. <u>Schedule your mail so your postcards do NOT arrive on Monday.</u>



COMMON ONLINE POSTCARD PRINTING COMPANIES SERVICES

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

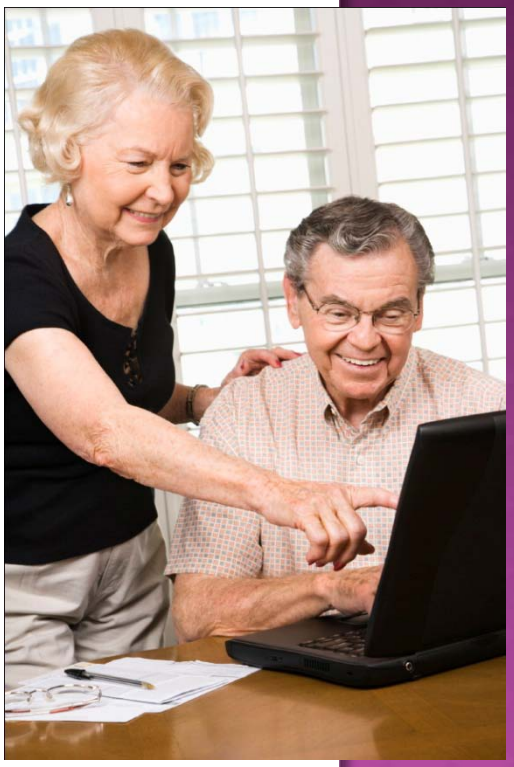
PremiumPostcard

Click2Mail

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

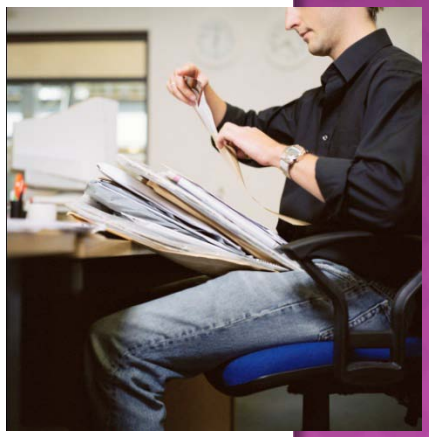
POSTCARD PRINTING COMPANIES

- Premium Postcards
  - http://www.premiumpostcard.com/

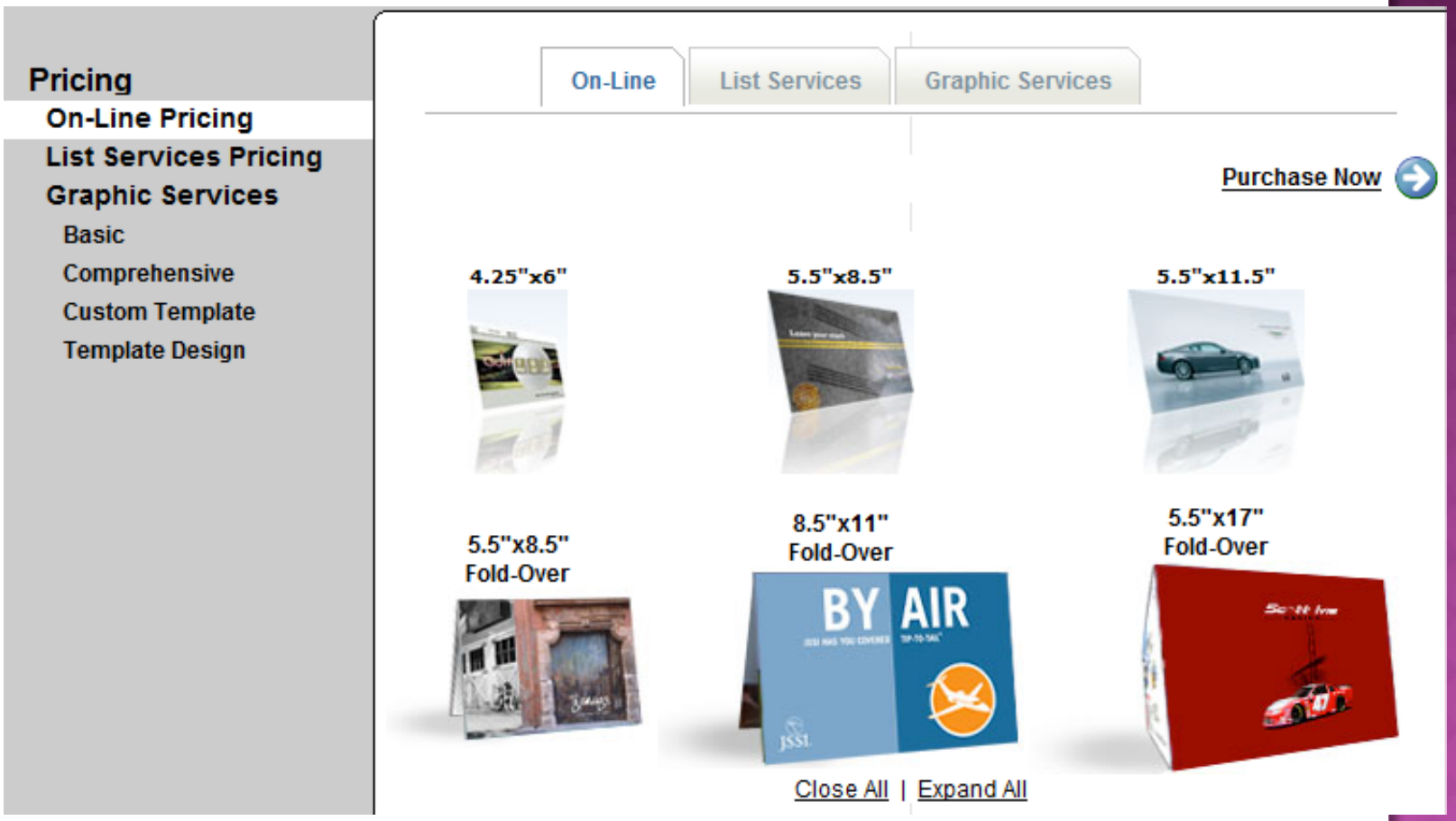
PremiumPostcard

- Click2Mail
  - http://click2mail.com/?USPS=1

Click2Mail



PREMIUM POSTCARD SIZES



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!

MADE IN ALASKA

OLYA SEMIRYAZHKO
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