

Postcard Marketing: Doing It the Right Way

Postcards can be an effective and affordable marketing tool for your business. They are less expensive to mail than letters and they almost always get read because your message is out in the open for everyone to see. Here are a few steps on how to make postcards effective and lucrative for your business.

A. Keep the Design Simple

Don't confuse your prospects. The design needs to be simple. Remember the saying "less is more?" You must make it easy for the prospect to get the message. In fact, using color on both sides is unnecessary and confusing to the recipient. Save money and print color on the main side and black and white on the address side.

B. Avoid Too Much Information

Be sure the front of your card is explicit. It should be clear to your customer what you are selling. Do not give in to the temptation to cram copy onto every square inch as you try and fit a sales letter onto the postcard. This will overwhelm the prospect and dilute your message.

C. One Idea per Postcard

If your product is efficient, inexpensive and comes with a lifetime guarantee...choose one feature (and of course, the corresponding benefits) to promote on the postcard. This is a great opportunity for multiple mailings. Send a separate postcard detailing one benefit of your product or service.

D. Powerful Headline

You must pay the closest attention to the headline. The headline is what will compel the prospect to keep reading. The best type of headline has a direct benefit to the reader.

E. Promote Your Website

Market your website on the postcard. This is a great opportunity to drive extra traffic to your site. It also gives the prospect an easy way to get extra information.

F. Make an Irresistible Offer



The front should motivate your customer to turn it around and see what you are offering or what you can do for them. Don't forget to entice the prospect with an offer. If you are giving a special discount or trial offer, make sure the offer is in the forefront, not buried in mounds of copy.

G. Strong Call to Action

Do not forget this critical step. Instruct the prospect to do whatever you feel is the appropriate next step. Just make it simple. Prospects don't want jump through hoops to get to your product or service. Do you want your prospect to call you? They tell them what to do.

H. Repeat Mailings

If you want your campaign to be effective, you must send more than one postcard! I can't tell you how many times I've heard people complain that postcards don't work because their one-time mailing failed to convert. Once-a-month mailings can be quite effective. But if your budget is tight, the minimum you should send is 3.

J. Your contact is essential

The back of your card should make your points in a clear and concise manner. After this is done make sure to give your customer a number of ways to contact you: by phone, by email. If you have a website make sure you mention it here.

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