

Postcards: Small Costs, Big Returns

by North Atlanta Design

The primary objective of marketing is to deliver products and services **to the right audience at the right price and right time**. Cost, speed and response rates are key attributes in any campaign.

Modern marketing has introduced many levels of promotion. However TV ads, internet advertising, newspapers, and magazines can be very pricey for small to medium business, and may reach too wide an audience. If you are looking for less expensive, effective and speedy mediums, send your offers to your customers through postcards.

Since early days postcard marketing has been favorite for marketers. Why?

1. Postcards are the fastest, easiest, most reliable way to dramatically increase your sales and profits without spending an extra dime more on advertising or promotion.
2. Postcards are eye-catching. A beautiful, full color glossy postcard is not going in the trash without first being read.
3. Postcards don't need to be opened. They're "naked" mail. Why wait to see if your piece gets opened?
4. Postcards target your customers one-by-one instead of mass advertising.
5. It is hidden from your competitor's eyes. When you advertise your business anywhere else, your competition knows it. But when you use postcards to communicate with your customers, it is direct to them and your competition will have no idea.
6. If you are asking recipients to bring the card into your store for a special discount then it is easy to track campaign success rate also.
7. Postcard marketing is affordable, even for the smallest of businesses.
8. Postcards achieve almost 100 percent readership and generate a high rate of response.

Who Should I Mail To?

Take a look at your goals and create a 'Hit List' of people you want to make a connection with in the industry. Create a 'Fan Club' list of people you already have a connection with. If you are a new business, North Atlanta Design can gather a list for you that makes sense for your business.



How Often Should I Mail?

Keep active with your lists as they will grow and change, and make contact with your list of people every 2-4 months. It may make sense with your size and budget to scatter the mailing over a period of time rather than mail all at once.

What Is Most Important on the Postcard?

If the postcard doesn't ask the prospects to do anything or give them a good offer, then the postcards will go in the trash. Giving away a little can mean getting back a whole lot more. Something free is best, money off is good, and a percentage off is pretty good too.

Remember:

If you don't ask that the postcard get mentioned, you will have no idea how much extra business you get from it. Make sure the recipients have to mention the postcard and **KEEP TRACK!**

Interested in mailing postcards?

North Atlanta Design can help you coordinate your mailings including design, printing, and mailing. If you are interested in a series of postcards, we can work with you to maintain/update the list as well. Buy at least a 4-series of postcards today and **receive \$50 off!**



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