



Top 5 Ways to Market Your Business with Postcards

Postcards are the most influential and economical way to achieve a response through direct mail marketing. With the right mailing list comprised of a highly targeted audience, you can use postcards to motivate customers to take the next step in the purchasing process, boost your lead ratio and drive sales through the roof.

Here are the top 5 ways to market your business with postcards:

1. Web traffic

Postcard-to-website marketing has recently been shown to be the single most effective direct-marketing technique in the nation. In fact, online marketing techniques often pale in comparison to the response achieved by postcard marketing. While online marketing can produce volume, postcard marketing produces targeted visitors that already want what you're selling. Send a postcard with a great offer and a special URL to visit or a special coupon code to use to redeem the offer. By doing so, you're not only able to drive response, you're able to track it as well.

2. Ask for referrals

Ask your current customers for referrals to others who would benefit from your products and services. In return, you can offer a special discount. Many companies extend a discount to both the referring person and the new lead. Word of mouth is by far the best marketing method in existence: It cannot truly be bought or sold, and people trust the opinions of friends and family.

3. Invitations

Promote in-store sales and other events with postcards. Include coupons redeemable on special event dates so you can track response. Treat your prospects as VIPs to get attention quickly, and make sure they know when, where and how to redeem your offer.

4. Thank-you cards



A quick thank-you postcard is one of the best ways to encourage repeat business. Your customers want to feel valued and that their business is appreciated, and postcards mailings are a special way to express this. For even more impact, include a VIP customer coupon on your postcard, which will also help you track the effectiveness of

your thank-you campaign.

5. Newsletter

Companies can always benefit from publishing newsletters for their customers, but they don't always have enough news or the time to create content to fill an entire four-page standard newsletter. Enter the newsletter postcard, or news-card, which lets you feature two or three small items of importance each month. Print one feature on the back, or address side, of your postcard and two others on the front for maximum impact.

Postcards are powerful promotional tools that are also economical to print and mail. Check out Spectrum for postcard printing prices. If you have a highly targeted mailing list, an excellent offer and a strong call to action, your postcard marketing efforts will be handsomely rewarded.

About Us

Since 1985, Spectrum has provided better printing and service to nearly 5000 small business marketers, business owners and graphic designers. Spectrum combines state-of-the-art capabilities and the industry's best digital and offset sheet fed and web printing equipment with experienced print professionals and color specialists to deliver quality, consistent color matching and 99.8 percent on-time delivery. By offering a 100 percent customer satisfaction guarantee, Spectrum also stands behind every order, every time. Spectrum is your success story!

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