

Postcards: Marketing Tool with a Competitive Edge

They are inexpensive to produce than brochures, more likely to be read compared to emails, and can deliver your message straight from the mail box. These are the postcards that business owners have been using to promote their business for decades now.

If you are looking for the quickest and most affordable way to promote your products or services today, here are ideas to maximize the use of your post cards.

1 – You can use them as a sales letter. Customers these days are easy to discard sales letters or emails. If you want to make sure that your target customers will read your cards, why not send your marketing message or your announcement through a post card. In just a few seconds, you can deliver your message and stand a better chance of being remembered as your beautifully designed cards are likely to get kept as table display or even as a bookmark.

2 – You can also use them as a press release. If you want your press release to get read, then send them through post cards. You can just send them a teaser with your cards, but make sure that your contact details are in your cards so people can easily contact you.

3 – You can make them as subscription cards. Why not create artistic cards and send them to your prospects to convince them to subscribe to your business. This will surely help you gather new customers in the least expense.

Here are other details you can put in your cards:

- Recipes. If your business is all about foods, you can always print recipes in your cards. Why not share your own recipe to your customers? They might be motivated to contact you for your other recipes.
- Creative activities. You can provide a step by step guide to hobbies or activities that your customers will be interested in. You can also share do-it-yourself activities which they can do with their kids.
- Tips. Any tip that will be beneficial to your customers will be a great addition to your cards. This will encourage people to keep your card, which they can use later on.
- Testimonials and inspiring stories. Positive testimonials will help make people feel comfortable with you. They will be encouraged to trust you and stay loyal to your business.

If you are worried of using post cards as your marketing material, here are some advantages of these cards that you might want to know:

- They are eye-catching and noticeable making it easy for you to attract your prospect's attention. When they sort out their mail they will easily notice your card and read your message straight from the mail box.
- They can be used as survey forms. If you want to do a survey, you can use these cards as feedback forms. Your customers simply have to answer some questions and send the card back to you. Make sure the questions are easy to answer so they will be encouraged to answer the survey.
- They can be used as coupons, which your customers can use every time they visit your store or whenever they purchase from you.

Postcard printing is an effective marketing tool. Why not include them in your next marketing campaign and you are sure to generate huge response without spending a fortune.

About the Author

Troy Duff works as a businessman and currently runs a printing company that offers [postcard printing](#), banners, magazines, flyers, door hangers, [postcards](#), custom printer and other printed ads.

Source: <http://www.southamericanarticles.info>