

# VIVID IMAGE EXPERTS

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## BUSINESS CARDS & PRINTED MARKETING

### Postcard Marketing Facts



1) Postcards are repeatable, versatile, and easy to track.

- Repeat mailings cannot be repeated enough. A shot in the dark post card mailing will not change your business.
- Postcards can be used for branding, drip marketing campaigns, or for specific promotions.
- Tracking sales is easy when using “promo” codes on your mailing.



2) A postcard is much better than something in an envelope, and less expensive to mail!

- You can't make your potential customer see your message if it's in an envelope—people go through your mail quickly and throw away what they don't want, but with a postcard they'll see the message even if they throw it away.
- Mailing postcards is less expensive and doesn't require envelopes.



3) The best price is not the best postcard.

- Make sure the postcard has good quality print and color, is stiff, and has a design that catches your attention.
- Don't underestimate the up-front work that goes into the design, but once it's done you'll have a great marketing piece that can be repeated and modified.



4) A company could grow greatly with just postcard marketing (and a business card).

- Many companies admit to growing their business simply by mailing post cards every week or month, with most saying that the more postcards mailed the more they grew.
- If you have the budget for other marketing that's fine, but make postcards the core to your marketing.