

A Forgotten Marketing Tool – The Postcard

By Chuck And Sue DeFiore

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The postcard can be a very powerful marketing tool. Many of our customers and/or students use them in their business. The key is to set up the card to market effectively for you. Concentrate on a specific item or niche.

When used correctly a post card can become very powerful marketing tool. Be sure the front of your card is explicit. It should be clear to your customer what you are selling. A color postcard is a must, unless you are using black and white to your advantage, that is, to make a point.

The front should motivate your customer to turn it around and see what you are offering or what you can do for them.

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

Remember you need to take a limited amount of space and address the main concerns that your customers have or to delineate what you are selling and its advantages. Give your customers reasons to contact you. For example, you have a solution to their problems, and remember make it easy for them to contact you.

Address their concerns rather than tooting your own horn, you can do that in your follow-up. Your postcard is not the place to discuss you, but what you have to offer to your customer, or how you can help your customer. You need to have a unique selling point (USP).

You can expand the limited amount of space on post cards by using certain fonts and typefaces. Just be sure that they are readable to everyone. Remember, people over 40 start having a hard time seeing all that tiny print.

So start making post cards a part of your marketing campaign. You can also use them to announce a seminar, extend an invitation to your new website, make an announcement (new product, new store location), etc. I am sure if you brainstorm you can think of a myriad of ways you can use postcards.

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