

Sell More with Postcard Marketing

Postcard marketing, one of the least expensive forms of direct mail, can work wonders for small businesses who want to quickly increase sales. Although it's easy to execute a postcard marketing campaign, there are some tips and techniques you should know about that can transform a mediocre campaign into a great one.

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SAVE 25% on processing fee!

www.vistaprint.com/PM25

The Basics of Direct Mail

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Small Business Owners: Rejoice!

Vistaprint makes postcard marketing possible for even the tightest marketing budgets. If you've ordered our postcards previously, you know that our quality is outstanding. And now, with the introduction of postcard marketing, you can carry out a high-quality postcard marketing campaign – from beginning to end – right from your computer for a remarkably low price.

"Direct mail is one of the most targeted, measurable, and cost effective ways to sell your products and services."

Inc. Magazine "Marketing 101: The Secrets to Running a Successful Sale," Bob Nelson.



Direct Mail – Trackable and Targeted

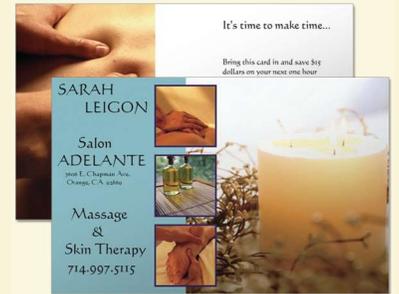
Direct mail – sending unsolicited printed materials directly to prospective customers through the postal service – is a popular form of marketing that has been used for decades. Recent studies show that even in this Internet-smitten age, direct mail is still a very effective way to sell products and services. Part of its charm lies in the fact that it has trackable, measurable results. In other words, you know if your campaign made you money — and exactly how much money.

Another compelling aspect of direct mail is that you can target your creative pieces to specific audiences. For example, if you sell eyeglasses, you might send one mailing that showcases high-end designer sunglasses to affluent men and women in the 20-30 age group; and a very different mailing that features affordable bifocals to an older, lower-income group. This targeting helps you to market directly to people with a high potential interest in your products and keeps you from wasting postage and printing costs on audiences not likely to have any interest.

"...79.6 percent of consumers made at least one purchase in response to direct marketing communications in the last year."

DM News, July 6, 2007, "Time is key to good mailing," Melissa Campanelli.

Real Customers. Real Results. Sarah Leigon, Salon/Spa



Campaign Details

- Ordered 150 oversized postcards for only \$64
- Hand-mailed 100 to clients; handed out 50 at the salon
- Offer: \$15 coupon

Campaign Success

- Got 100 orders – a 66% response rate!
- Average order value: \$60
- Campaign revenue: \$6,000 (over \$5,900 profit)

"It was not only simple, but FUN to create my postcards. Ordering was effortless and the results have been even better than I imagined! I can't wait to do my next campaign with Vistaprint."

Sarah Leigon
Licensed Massage Therapist & Esthetician
Orange, CA

The Basics of Direct Mail

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The Clark Kents of Postcards

What makes postcards the unassuming superheroes of direct mail for small businesses? In addition to being targeted, trackable and effective like other forms of direct mail, postcards bring even more to the table. (And when you order them from Vistaprint, the benefits are enhanced.)

Postcards are **easy**.

Their simple format – with no envelope or other accompanying pieces – make postcards one of the easiest forms of direct mail to create. And Vistaprint gives you three different ways to create them:

(1) choose from our professionally-designed templates and type in your text, or (2) upload your own design in a few keystrokes.

Postcards are **inexpensive**.

Postcards are more affordable than most other forms of direct mail. And unlike its competitors, Vistaprint makes postcard marketing economical at even small quantities. You can implement a complete campaign (printing, addressing and mailing) for less than \$40.

Postcards are **eye-catching**.

Delivered already “opened,” postcards are hard to ignore. Our full-color printing and professional designs are vibrant and attractive, begging for attention. Your message gets instantly seen by your recipients – giving you the proverbial foot in the door you need.

Postcards are **fast**.

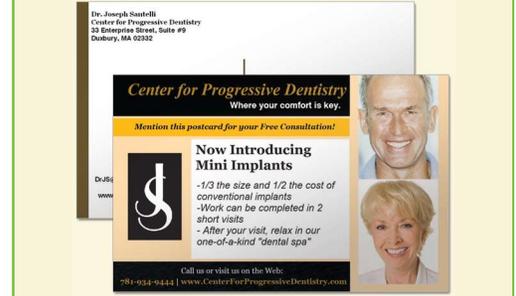
Need a quick increase in revenue? Create your postcards today and we’ll get them in the mail within 3 business days! Even without expedited printing, they’ll be mailed within 7 business days.

Vistaprint’s Postcard Marketing: Tailored for Small Businesses

- **Quantities of 1-20,000:** Tailor your amount of postcards precisely to your budget.
- **Convenience:** Vistaprint is your one-stop shop, open 24/7 so you can do it all when you have the time.
- **Professional Templates:** Created by experienced designers, with USPS zones pre-set. The hard part is done for you!
- **Targeted Lists:** Create by simply clicking on demographics, hobbies, etc. – so easy!
- **Discounts & Savings:** Low prices, discounted postage, plus free removal of duplicates and list verification of your uploaded lists – all lowering your marketing expenses.

Real Customers. Real Results.

Joseph Santelli, Medical Office, “Dental Spa”



Campaign Details

- Mails 2,000 postcards per month – 3 mailings so far
- Offer: FREE consultation
- Average cost per mailing: Only \$964

Campaign Success

- 10 calls, 5 consultations and 2 new patients per mailing!
- Average order value: \$10,000 - \$15,000!
- Single mailing revenue: \$19,000 - \$29,000!

“Vistaprint’s Postcard Marketing service works. Every single mailing has brought me new customers! Vistaprint created the postcards for me from scratch, and I was able to target exactly who I wanted! I’m very happy with the results.”

Dr. Joseph Santelli, DDS, PC
Center for Progressive Dentistry
Duxbury, Massachusetts

How to Implement a Postcard Marketing Campaign

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Step 1: Create a Postcard

Options:

- A. Choose from hundreds of professionally-designed templates on our site and add your text and optionally, your logo and images.
- B. Upload a design you created using your own design software.

Step 2: Prepare your List

Options:

- A. Buy a targeted list on our site by simply clicking on demographics, hobbies, locations, etc. Re-use the list for 12 months at no extra charge.
- B. Upload your own list. We'll remove duplicates and verify your addresses for free, saving you from wasted postage.

Step 3: Select Postage

Options:

- A. First class postage is normally delivered 1-3 business days after processing and is offered at a discount for both standard and oversized postcards.
- B. Bulk postage, available for oversized only, is normally delivered 3-14 business days after processing and costs about 30% less than first class postage.
- C. Specify your estimate delivery date range.

Step 4: Select Processing Speed

Options:

- A. Choose expedited processing to get your postcards printed and mailed within three business days after your order. Fee applies.
- B. Standard service gets your postcards printed and mailed within seven business days.
- C. Set one or more specific mailing date(s).

Real Customers. Real Results.
Nathan Smith, Carpet & Upholstery Cleaning



Campaign Details

- Printed and mailed 1,500 postcards
- Offers: \$25 off carpet cleaning, \$15 off upholstery cleaning
- Total campaign cost: \$600

Campaign Success

- 10 new orders
- Average order value: \$200
- Campaign revenue: \$2,000 (\$1,400 profit)

"Vistaprint's Postcard Marketing service is fast, easy and efficient. My last campaign cost less than \$600 (for online design, printing, postage and mailing – everything!) and so far has brought in more than \$2,000 in orders!"

Nathan Smith
President, CarboCleaner
Parker, Colorado

How to Optimize Your Campaign

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Tried-and-True Tactics for Successful Postcard Marketing

Postcard marketing can be a powerful medium for small businesses. It can be used to gain new leads, sell products and services, boost attendance at events, increase web traffic and more. Follow the proven tips and guidelines below to maximize the response rates of your postcard marketing campaigns.

Before creating the postcard

- Determine the objective of your piece by deciding what type of response you would like (order placement, phone call, visit to your store, etc.)
- Have an accurate, updated list of targeted prospects to send your direct mail piece to.
- Create a clever concept to capture your audience's attention.

Creating the postcard

Include an interesting graphic or photo to draw curiosity.

Set an offer deadline to add a sense of urgency

Offer a significant discount or premium to elicit a response.

Keep copy brief and to-the-point. Use bullets where possible so copy is easy to scan.

Be sure layout is attractive and the text is easy to read.



Provide sufficient contact info to make it easy for customers to reach you.



Write benefit-oriented text so customers immediately understand what's in it for them.



Craft a catchy headline or "teaser" to intrigue your audience into reading more.

Make the call-to-action clear and specific to encourage the response you want.

How to Optimize Your Campaign

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Additional Ideas

If possible, include a guarantee to gain your audience's trust and lower their risk of trying your product or service.

Add short testimonials from existing customers that support your marketing claims.

Include yourself on your mailing list to get a prospect's perspective on your mailing.

Beyond the First Drop

Resend your mailing (or a variation of it) at regular intervals to build familiarity and increase overall response.

Test and analyze variations of your mailing (lists, mailing frequency, time of year, offer, design, copy, etc.) to learn what brings you the biggest profit. Use a simple spreadsheet or database.

Direct Mail Checklist

- Is my objective clear?
- Do I have an updated list of targeted prospects?
- Is there a clever concept?
- Does it include a catchy headline or "teaser"?
- Does it have a striking visual or graphic?
- Is the offer enticing? Would I respond to it?
- Does it include a deadline?
- Is the tone friendly?
- Does it include a guarantee?
- Is the text concise, benefit-driven and easy to read?
- Are my claims supported with facts and testimonials?
- Does it include a clear call to action?
- Is all necessary contact information included?
- Am I set up to log results for analysis and testing?

Real Customers. Real Results. Jessica Manbeck, Auction House



Campaign Details

- Created 20 postcard invites, each with a different item on front
- Chose to send 50-100 of each postcard to a targeted list

Campaign Success

- Absentee and phone bidders broke all prior records
- Triple the usual number of bids
- Approximately 50% of bidders were new customers
- Many items sold well above high estimates
- House was packed on auction day

"It was so easy to create targeted mailing lists for each of my postcards. Our September auction was a huge success and I fully plan to use the service again for our future auctions."

Jessica Manbeck
Marketing Manager
Thomaston Place Auction Galleries
Thomaston, Maine