



**Other Special Interest
Articles**

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What is good about postcards?

Postcards work because they deliver short concise messages in an effective manner.

Marketing Campaign

Putting together a marketing campaign? Use postcards. Want your phone to ring? Use postcards. It works.

Postcard mailings are a good way to increase customer loyalty or create brand awareness or provide information about products and services. Postcards can generate phone calls. A direct mail campaign with a series of mailings helps to generate interest in your products and services.

Direct Mail

Post cards are a great way to use direct mail. What is nice about post cards:

- Postcards require lower postage rates
- They have a simple layout
- Are seen by the recipients and others, without opening.

Use an eye catching graphic, picture or phrase on a post card, with a clear call to action, like "Call for..." or "Free..." and you should hear results. Getting the phone to ring is where mail can help. What

happens after the phone rings is up to you.

Of course, mail is not for every business. But, thinking about customer loyalty, if your customer is worth more than, let's say, \$10. That is 20 mailings in a year, at \$0.50 each mailing. Increase loyalty with existing customer by sending them mail on a regular basis. When the need arises, for your products or services, you want your company to be on their mind.

Brand Awareness

Mail is a good way to create brand awareness. When people see the brand multiple times, they begin to recognize the brand. Have you ever seen something a few times, developed an interest and then asked someone "What is that ...". In this case, the product or service was not even recognized, but the brand development began.

Call to Action

With a clear call to action, people will do as suggested. For example, let's say you want people to call when they have a plumbing problem. And, you send postcards with "For Immediate Response Call... ". When they have a problem, they are more likely to call you.

Postcards do work. With the right plan, used correctly, postcards can produce results.

Mail can help to increase inbound phone calls, build brand and increase loyalty.

Need help with postcards, or branding your image? Moonlight Imaging can design and print postcards as part of your Marketing program. Call Us at 973.300.1001.

**Contact us at
(973) 300-1001**