

A Dozen Reasons Why Postcards Are A Great Business Marketing Tool



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As part of my out of the box marketing practice in consulting clients, on the best ways of advertising their respective businesses, whether they are doing business in Tampa Bay, Florida, or anywhere else for that matter, I often recommend postcards as a business marketing tool. Why? Here are a dozen good reasons:

- 1. Postcards Get Read.** Unlike other forms of direct mail advertising, most postcards get read simply because of convenience. There is nothing to open: the advertising message you want to convey is ready to be read and only takes a matter of seconds.
- 2. Postcards Are Good For Any Type of Business Marketing.** If done right, they can result in a “call to action” for any business, whether it’s to purchase a product or service, visit a particular Web site, make someone donate to a particular cause...what have you.
- 3. Postcards Are Cheap To Print.** Whether you use a local printing company or one of numerous online postcard-printing companies, your cost for postcards will be relatively inexpensive. Postcards can be printed for only pennies a piece.
- 4. Postcards Are Relatively Inexpensive To Mail.** You can mail a postcard for as little as 28 cents in the U.S. if it is 3.5 by 5 inches and no more than 4.25 by 6 inches. However, I would recommend that you spend the extra 16 cents and send an oversize postcard (under most circumstances) to make it more prominent. A smaller postcard stands a greater chance of being lost in the mail or never being read. Design and printing quality are important, but so is size.
- 5. Postcards Can Be A Multi-Purpose Marketing Tool.** Beside a mailer, you can use a postcard in lieu of a business card at a networking function, as a handout or part of your exhibit display at a trade show, a companion information piece in a press media kit, etc.
- 6. Postcards Offer What A Recipient Is Looking For – Short, To The Point.** In general, people don’t mind receiving a marketing message, as long as it’s short, and to the point. Marketing via postcards requires that you do just that because the space you will have to relate your message is going to be limited.

7. Postcards Make It Easy To Track Results. Simply by asking people to bring to your business the postcard they have received in the mail for a special discount, you can determine very quickly what kind of results your postcard mailing has generated. And people don't mind bringing in a postcard: they are easy to carry anywhere.

8. Postcards Allow You To Do Flexible Target Marketing. Many companies have more than one general target market for their products or services. With a postcard, you can send it to as many different target markets as you have. Just make sure you have good mailing lists. Spend the money and purchase your lists through a reputable mailing lists brokerage firm. It's worth the money.

9. Postcards can be a great ongoing communication tool. Haven't got time to do a newsletter? Keep in contact with your present and potential future customers using postcards. Use a postcard to promote specials/discounts, products and/or services, or to simply say thank you.

10. Postcards allow you to advertise without the competition knowing what you're doing. This can give you a competitive edge over the competition, especially if you have some new product or service they don't, or you have some kind of special offer you want to promote, before your competition ever gets wind of it.

11. Postcards can reflect a high-quality image for your company at a low price. Unlike many other forms of advertising, a well-designed, well-written postcard can project a positive PR image for your business. The kind of corporate branding that influences a recipient to say, "Yes, this is a company I want to do business with."

12. Postcards are easy to store. Most businesses are always hurting for storage space. With postcards you don't need a lot of space. They can be stored easily in an office closet, taking up far less space than brochures, annual reports, calendars, flyers, etc.

The bottom line: if postcards are not part of your company's marketing strategy, think again. Using postcards just might prove to be the one of the best (if not *the* best) business marketing advertising tool to take your company to the next level.



