



Shoaf Design Studio's

creative **innovation**

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Postcard Power!

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What's your image worth?

Postcard Power!

Postcards are more than a vacation souvenir, they can be vital marketing tools for small businesses. Postcards are an inexpensive yet effective way to promote products and services, notify customers of a sale or discount, or generate awareness or interest in a company.

Easy & Inexpensive. Postcards are not as overwhelming to create because of the smaller canvas. And professionally printing them is relatively inexpensive.

Postage Savings. Although the first-class letter rate went up to 37¢, the postcard rate remained the same at 23¢, which can be a drastic savings.

Easy on the eyes. Postcards are seen without the barrier of an envelope - all the recipient must do is turn the card around. Even if recipients discard your postcard, chances are they at least looked at it!

Choose your words carefully. Space on postcards is limited therefore make your wording clear, simple and memorable. Use bullets to make it easy to scan and don't go below a 10pt or 12pt font.

Top 10 Advantages of Using Postcards

1. Postcard marketing is affordable, even for small of businesses.
2. When you're marketing with postcards, your competition doesn't know it. But they'll sure know it if you're advertising in the newspaper!
3. It's easy to track your results. Your card can tell recipients to bring the card into your store or redeem at your website for a special discount.
4. Postcards are versatile. In a single mailing, you can seek business from prospective customers, and solicit repeat business from existing customers.
5. Your postcards can "brand" you and your business in ways that most marketing materials cannot. If you start and stick to a regular postcard mailing program, you and your business will gain continuous exposure.
6. Testing an offer with postcards is easy. Just send your card to a small group of people and see how many of them respond. If you're satisfied with the results, then roll out a bigger mailing!
7. Postcards don't waste people's time -- they don't even have to open an envelope to read your message.
8. Postcards don't take up a lot of space. Your customers can carry them in their pockets, or carry them in their pocketbooks, for that matter. Hey, some of them might even create a postcard display on their refrigerator door!