

Advantages of Tip sheet postcards

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Even with the prevalence of e-mail marketing, many businesses are still using postcards that are sent via registered post mail. Although e-mailing is free and often requires less time and effort, marketing through e-mail has its limitations.

For instance, sending an unsolicited e-mail is considered spamming and customers certainly do not respond positively to spam. Nevertheless, getting e-mail addresses with permission is also not an easy task. Most businesses have to buy an e-mail list from a listing broker just to get hold of e-mail addresses they can send to.

For this reason, postcard marketing is still popular among businesses and internet marketers alike. Post mails cannot be hindered by spam filters and often gets straight to the recipients hand. In addition, people do not change their postal addresses as often as they do their e-mail accounts. And if the recipient is not at home, someone else will still be able to receive it. In case, the recipient did change his address, you have the return to sender option if youre sending a first class mail.

These are just some of the advantages of direct mail marketing over e-mail marketing. However, to make their direct mails even more effective, many entrepreneurs prefer to send tip sheet postcards rather than traditional enveloped business letters. Why? Postcards have been proven to get more positive responses from prospective customers. Consider the following advantages of sending tip sheet postcards:

Postcards get the message across efficiently. Postcards contain short, easy to understand, and direct to the point messages. They dont confuse people. A postcard says exactly what it wants the recipient to do.

Postcards are easy to do. You can create your message and design your postcard right from your computer. Once youre done, just take it to a professional printing service and youre done.

Postcards are attractive. Tip sheet postcards come in bright colors and glossy texture which makes them irresistible to recipients.

Postcards do not expire. You can create an all-time classic message or tagline for your postcards and you can send them at any time of the year.

Postcards encourage people to take action. Many advertisers have found the effectiveness of using postcards to promote a business. For instance, tip sheet postcards can be used as a discount coupon or a claim stub to get a free gift from your shop. People cannot resist a sale or a freebie!

Postcards are easy to track. Whenever a customer buys from your store showing his discount coupon postcard, you instantly know that your marketing technique is working. You can also include a code in the postcard and ask a customer to enter that code when theyre shopping from your online store. This lets you track your marketing results more conveniently.

Postcards get read. People will always take the time to read a beautifully done postcard because it only takes a few seconds to do so. They dont have to open envelopes and read an entire letter just to understand the message. Thus, you can be assured that all the postcards you send will get read.

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