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The simple post card can be another effective option in your marketing tool box.

The secrets are

Frequency

Creativity

Brevity

Going Postal (Cards)

Direct mail has so many advantages:

- It can be highly targeted.
- It is inexpensive.
- It can make an impression and transmit a message in a few seconds.
- People love getting mail.

The best direct mail is a personalized letter. A series of customized letters, sent over a compact period of time, can build your brand and position your organization. But let's face it, really good letters take a lot of time to develop.

Sometimes you can accomplish your contact goals by going postal ... with postcards.

Postcards are shrewd marketing tools. They work hard and cost little. People love them because they require very little time to read and digest.

Here are the advantages:

- Simple to write.
- Inexpensive to produce.
- No folding, stuffing.
- Less expensive postage (sometimes).
- Studies show high readership.
- They can and should be very visual.

For Color - Four Color

Four-color postcards are cheap to have printed. There are some specialty printers who do nothing but postcards. The cost can be as low as \$350 for 5,000 cards.

Here are some sources:



- Postcard Power 800-411-6256 (www.postcardpower.com)
- 800POSTCARDS (www.1800postcards.com)
- Modern Postcard (www.modernpostcard.com), call 800-959-8365
- Simply Postcards: 800-770-4102

All will provide a sample kit and pricing. The turn around time is FAST

One or two-color postcards work just fine, and they're cheaper to print. Photos? Line art? Crayon? It can look great on a postcard!

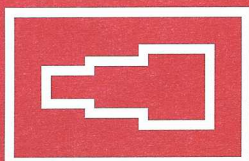
Good Stock

Use good quality paper stock. You need so little paper, and it is such a small portion of the total effort, use something substantial and impressive.

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Gloss Over the Glossy

Don't use a gloss paper unless you are printing in four colors. Glossy finishes get marked, jumbled and scarred by the automatic equipment at the post office. Try a bright-white 80 pound paper.

Bigger is Better

Smaller cards don't command the attention that a 5 1/2" x 8-1/2" card does (postage cost \$.37). 4-1/4" x 6" cards cost just \$. 23 each. How about an 8 1/2" x 11" four-color postcard? Postage cost: \$.37

Back to Ya

Double postcards are great as a response vehicle. Doing a quick survey? Try the double. An extra plus - the address side already contains the respondent's name. It is fast and easy.

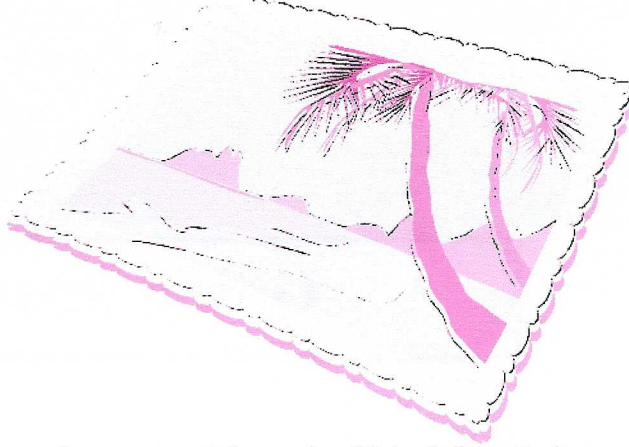
The WRITE Design

According to Jeffrey Dobkin, author of How To Market A Product for Under \$500, designing effective and successful cards is easy:

On the poster side of the card make sure you have a big **BOLD HEADLINE** to entice fast readers. Hook them with a clever headline, they'll continue reading. This message should drive the reader into the rest of the copy.

Use the subhead (font is smaller than the headline and larger than the body text) to intrigue and arouse the reader. Less is better. Let your visual make the statements. The subhead also has the same

objective as the headline: get people to read further.



The first line or two of the body copy has to be very appealing to

the reader. Write it from their perspective. Be creative. Be bold. Be different. Be remembered. The reader is then hooked to read the rest. Tell the reader exactly what you want him to do, and be specific.

Your Logo or No-go

Repeated exposures of your logo play an important part of your visual identity. Your mark should be large enough and strong enough to leave an impression on the first glance. They will remember it the second time, and each time thereafter.

Play the Numbers

A campaign is not a single mailing. Mail frequently if you want to make a lasting impression. It's direct mail and direct mail is always a game of numbers - mail as many cards to as many people as you can.

By the way, tell them "Save this card!" somewhere near the top, and people will.

Successful cards can be sent over and over again.

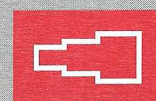
Go postal this summer.

Essentials for Effective Direct Mail Campaigns

- For direct mail letters, the first sentence and the P. S. are the most likely read sections. Make them catchy, different, creative or high interest and the reader will stick with you.
- Frequency is critical. A single piece of mail is unlikely to generate much attention or reaction. Mail once every three weeks or so. After three or four mailings, you have made an impression.
- You have 23 seconds to make impression. Be bold. Be fast. Be good.

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