

## Postcard Pointers for Pertinent Promotions



Take another look at the humble postcard. Size A6, although appears small, is actually quite versatile (and fits nicely into a C6 envelope if necessary), and even though it's dimensions restrict the amount of content you can fit on it, there is no reason why you should stick to only one at a time.



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Set up a series of postcards as part of a promotional exercise. Think of a story you would like to share with your prospective customers, or isolate valuable items or points you would like to tell them about. Put together a coherent message in separate episodes using a connective theme, target your audience, decide on a timeframe, choose which day they will receive your postcards, and remember to get them professionally [designed and printed](#).

You will make it easier for your target market to cope by sending out your mail-shot in manageable bite-sized amounts, because at the end of your campaign you will need to call each recipient to ask them if they have received your postcards, find out what they thought of them, ask if they struck a chord with their business and whether they interested in what you are offering. Restrict your mail-outs to a small number at a time to make the follow-up a little easier and less daunting.

Using this slow trickle of reminding advertising will give your potential customers a chance to remember you, especially if the theme is clever, relevant, amusing or eye-catching. When you do make contact, remember to listen carefully to their answers and take their lead to arrange a meeting with them to discuss their part in your campaign.

### What to include in your postcard

The beauty of the postcard is that it can be used in so many ways. Both sides can be filled with information, or one side only with a picture that is relevant, coercive, stimulating, funny, different or influential. The other face could be designed like a postcard with separate areas for the message and address. If you're doing a long-term campaign remember 'more is less', especially if your message is thought-provoking, contains an incentive-laden cliff-hanger, or maybe includes a series of clues to culminate in the final issue.

An excellent headline is vital to draw attention to your reader. Make it short and snappy, rememberable by being amusing, using gimmicks like alliteration or playing on a colloquial phrase, or posed in a question leading to an affirmative answer relevant to your purpose. A sub-heading or catch-phrase will help emphasise it further, or even explain or support particularly 'clever' examples.

Advertise your solution to your customers' pain by highlighting your business benefits, arranged in a scannable format with jargon-free, simply digestible words. Add a time-induced call to action, laced with gifts or incentives, to keep the momentum going. And make sure your contact details are always highly visible, just in case they don't want to wait until the end of your campaign.

Presentation is always important, as good quality and well designed publicity reflects well on the professionalism of your company. Care should be taken on the materials used, colours and fonts for modern and noticeable effect, and layout for efficient use of space. If you want to know more, then just [go ask Alice!](#)