

Why Use Postcards?



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POSTCARDS are Still Legal!

In November of 2003, the 'donotcall.gov' legislation was signed into effect, which severely limits telemarketing companies from making cold sales calls. Over 60 million Americans immediately signed up for this opt-out service. Whereas many found those phone calls to be nothing more than annoying, the fact remains that they worked in providing a rough 2-5% response rate.

*Today, that represents a **void** for telemarketing companies **that postcards fill**. In fact, with anti-spam legislation currently being passed in congress, postal mail is the only direct (non-broadcast) means of advertising left. And postcards are the most cost effective and efficient postal advertising vehicle there is. With these considerations in mind, postcard usage is predicted to have amazing growth over the next several years.*

POSTCARDS are Cost Effective!

*Postcards use very little paper and ink. They don't require labor costs due to envelope stuffing, tearing or folding. They are lighter, and therefore cost less to mail than envelope stuffed direct mail, being **23 cents as opposed to 37 cents**. They are consistent and flat, making them easier for postal carriers to carry and sort. And let's not forget about cost conservation of natural resources, where using less paper is a 'greener' way to go. All in all, a postcard is one of the most economical means to contact your audience on a cost-per-hit basis. And they represent the most simple way to stay in consistent contact with your customers.*

POSTCARDS are Fun and Creative!

*The postcard allows you to create an interesting visual story on the front side, and then deliver the punch-line on the back. Postcards are a way of putting a 'ticket' in your prospects hands that they can redeem for your services. They are almost always full color and don't limit designers to rules of etiquette the same as self-mail flyers or envelopes. Because they are cheaper to create and send, you can send more for the same price. This allows for creative 'campaigns' where several postcards are mailed to repeat a theme, build upon each other, and **embed name recognition**. Postcard 'campaigns' are a very effective technique for increasing response rates.*

POSTCARDS are Swift!

*Well, ours are anyway! Because postcards subscribe to a very simple standard, systems such AdSwift can make ordering and delivery a standardized process. The result is that you can send a postcard campaign out **within 24 hours of thinking about it**, or setup an entire year of postcard mailing within minutes. Imagine that last-minute announcement, greeting card or invitation that you forgot to send, now being 'in the mail' almost immediately. A late-breaking announcement or sudden notification can be sent to your list overnight. That's swift!*

POSTCARDS are Easy to See and Read!

Most of all envelope stuffed advertising goes from the mailbox to the trash can without ever being opened. The same is true of self-mailing flyers. What a waste! **A postcard will always get seen**, if even briefly. But that's all it takes to get your name in front of your target. And if the image on the front is colorful and eye-catching, a quick flip to scan the back is almost assured. Because there is little room for fluff, postcards are meant to be 'to-the-point' and will get that message across within the brief moment you have before your audience's eyes.

POSTCARDS are Easy to Save and Store!

Being small, colorful, and now laminated, postcards repel rain and moisture, and remain fairly rigid and wrinkle-free. Because they are small, flat and durable, **they are easy to slip into a purse, pocket or book**. With colorful and grabbing imagery on the front, many people will want to thumb-tack them to a cubicle wall, or assign them to a magnet on the refrigerator. Either way, your message stands a much better chance of **remaining in visible sight** than with a form letter or folded paper flyer.

