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Things to Consider before Starting a Postcard Marketing Campaign

This article explains a few things about Postcard Marketing, and if you're interested, then this is worth reading, because you can never tell what you don't know.

Just like in typical marketing initiatives, there is a need to do ample and appropriate research before you launch any postcard marketing campaign. While the strategy is proven effective and truly bringing about desired results, there is a need to make sure you are well informed and necessary preparations are in place before the campaign. Otherwise, the whole activity and initiative would only fall into futility and uselessness. Take note that no marketing strategy would ever work without preparation and proper planning.

Before you embark on any marketing campaign using postcards, it would be best if you would consider looking at three major aspects, namely, mailing list, headline, and message. Contrary to common beliefs and perceptions, this marketing technique is not all about the artistic side of producing postcards. There are obviously many other factors and aspects that are more important than producing an aesthetic and colorful postcard alone.

Begin by using an appropriate mailing list

Before you launch the campaign or even before you produce the postcard, you should determine the target market. Who are you intending to send out the postcards to? Be honest in assessing and determining the market segment that is most likely to appreciate the products and services your business offers. After knowing the target market, you should also strive to determine the best and most effective way to teach those people.

Do you have mailing addresses? If you do, how sure are you that the contacts in the mailing address are all part of your target market? If not, you should spend time and effort making that list or buying a good list from businesses that currently sell such. It may not be practical to send out postcards that could not provide you results you are expecting.

Think about what you've read so far. Does it reinforce what you already know about Postcard Marketing? Or was there something completely new? What about the remaining paragraphs?

Create an effective and curious headline

In this regard, postcard marketing could be compared to traditional advertising and copywriting. Good marketing postcards are those that are containing strong headlines. A headline is the initial thing that a recipient would read. In just a few seconds, the use of headline could determine whether the marketing campaign has been effective or otherwise. When writing headlines for postcards, stick to the catchy phrases. As much as possible, prevent using headlines that are too long or too vague. Be specific and clear in catching consumers' attention and interest. The use of strong words is essential in this regard.

Make sure the message is clear and persuasive

The postcard marketing campaign should call to action. Whether you want consumers to buy your products and services or you want them to support your business initiative, it is important that you state your message and intention very clearly. Specify what it is you want the recipient of the postcard to do. Be clear when stating the potential benefits and advantages you offer consumers.

It is always effective and persuasive to include in the message reasons why consumers should heed your call to action. Not all recipients of the postcard could read and interpret your message accurately, so do not be vague and unspecific.

About the Author

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