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[You can discover endless business opportunities with postcard marketing](#)

When you think about Postcard Marketing, what do you think of first? Which aspects of Postcard Marketing are important, which are essential, and which ones can you take or leave? You be the judge.

Yes it is true, you can discover endless business opportunities with post card marketing.

Many people may not be aware, but the postcard business is indeed a very lucrative and profitable venture, based on annual statistics and the demand for postcards spanning across the globe.

Ever since it was first introduced in the early 1870's, postcards continued to enjoy cult status as an alternative means of communication, where people caught on the idea of adding short notes or messages on printed postcards.

As the United States Congress passed a legislation allowing people to incorporate notes on the postcards, it further caught on with the public and demand for more postcards, especially with catchy and creative designs and cute notes printed on it, it steadily rose with publishing and printing companies striving to meet up with public demand.

From an initial demand of 770 million postcards printed on that first year, the popularity of this innovative print media resulted to a breakthrough production of 1 billion two years after.

The fad kept on growing and by 1909 the leading printing firm Illustrated Postcard Company churned out a staggering 3 million printed postcards everyday.

By this time, people thought of a variety of ways other than postcards being just a means of communication.

The best time to learn about Postcard Marketing is before you're in the thick of things. Wise readers will keep reading to earn some valuable Postcard Marketing experience while it's still free.

Many took on the lead in making collector's items out of postcards and like postal stamps, were sold, bought or traded.

A printing firm, on the other hand, made a creative and ingenious way of printing a variety of postcards providing a glimpse of more than 15,000 photographic views of major tourist spots around the world.

This lowly 5 by 3- inch card also became a very important means of commemorating special events, holidays or simply one that helps provide people a glimpse of a traveled spot or destination.

People got used to using postcards that it had an effect on the way people corresponded with each other, where the limited space on the cards established a more concise and direct method of writing, that provided an alternative means for corresponding with others and broke away from the often discursive and long process of letter- writing.

With the current hurried pace of daily life, postcards kept on making it's mark in the life of people and continued to serve its purpose of communicating brief messages and notes for people.

Be it at work, vacation or simply day to day living, postcards continue to enjoy the same popularity as it did and printing companies continue to meet the continued demand for printing and circulation.

With modern advances in print and communication media, there are alternative methods in selling and even making custom ?ordered postcards, including online or electronic postcards.

There are also a variety of ways you can offer from designing a creative postcard template or an online postcard resource offering a variety of services that can help others customize their own postcards- the possibilities are endless.

So why not ride on the postcard phenomenon and allow yourself to discover endless business opportunities with

postcard marketing.

Now that wasn't hard at all, was it? And you've earned a wealth of knowledge, just from taking some time to study an expert's word on Postcard Marketing.

About the Author

John Hanks, feel free to visit this top ranked crime stopping affiliate site: [the thief, home security, security deals](#)

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