

Wolfe Writing

The Blog

The Top Six Benefits of Postcards

On any given day, you're likely to find a postcard in your mailbox. It might be a standard-sized 5- or 6-inch long postcard, or it could be an oversized postcard measuring 11 inches long. And, chances are, whether you recognize the company or not, you're likely to give it a quick look.

Why? Well, that's the power of postcards.

According to both the United States Postal Service and the Direct Marketing Association, recipients read postcards more than any other type of marketing mail piece, and with good reason:

- Postcards offer instant visibility. To put it bluntly, postcards are in your face. There's no hiding a postcard's message. There are no envelope barriers to break through and no wafer seals to rip open. A postcard's message is simply there for your audience to see.
- Postcards are affordable. You can't mail any piece of first-class mail any cheaper than you can a postcard (currently \$0.35 a piece).
- Postcards are the most inexpensive direct mail piece to produce: no envelopes, extra pages, or assembly required.
- Postcards have a clear focus. Because of their limited space, postcards have one goal and make one point only. A well-written and designed postcard lets readers know immediately what you're offering, what you want them to do, and how to respond.
- Postcards are tangible. Unlike emailed and online offers, postcards can be held and studied. They can be thumb-tacked to a bulletin board. They can be propped-up against a computer monitor. They can be passed around and shared.
- Postcards have quicker production times. Need to get a promotion out quickly? You can develop, create, and print postcards quicker than just about any other form of direct mail.

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About Wolfe Writing: Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit www.wolfewriting.com or email Janet directly at janet@wolfewriting.com.