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Smart Steps to Maximize Your Postcard Marketing



Postcards are a classic tool in a marketer's tool kit.

According to Meg Cipperly of Competiscan, **13%**

Postcards accounted for **13%** of total mail volume in Q2 2021

Clearly, postcards are an important part of a marketer's toolbox. Let's walk through ways to help your postcard program cut through mail box clutter and test your way to success.

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Contact me for a free consultation to improve your direct mail results.

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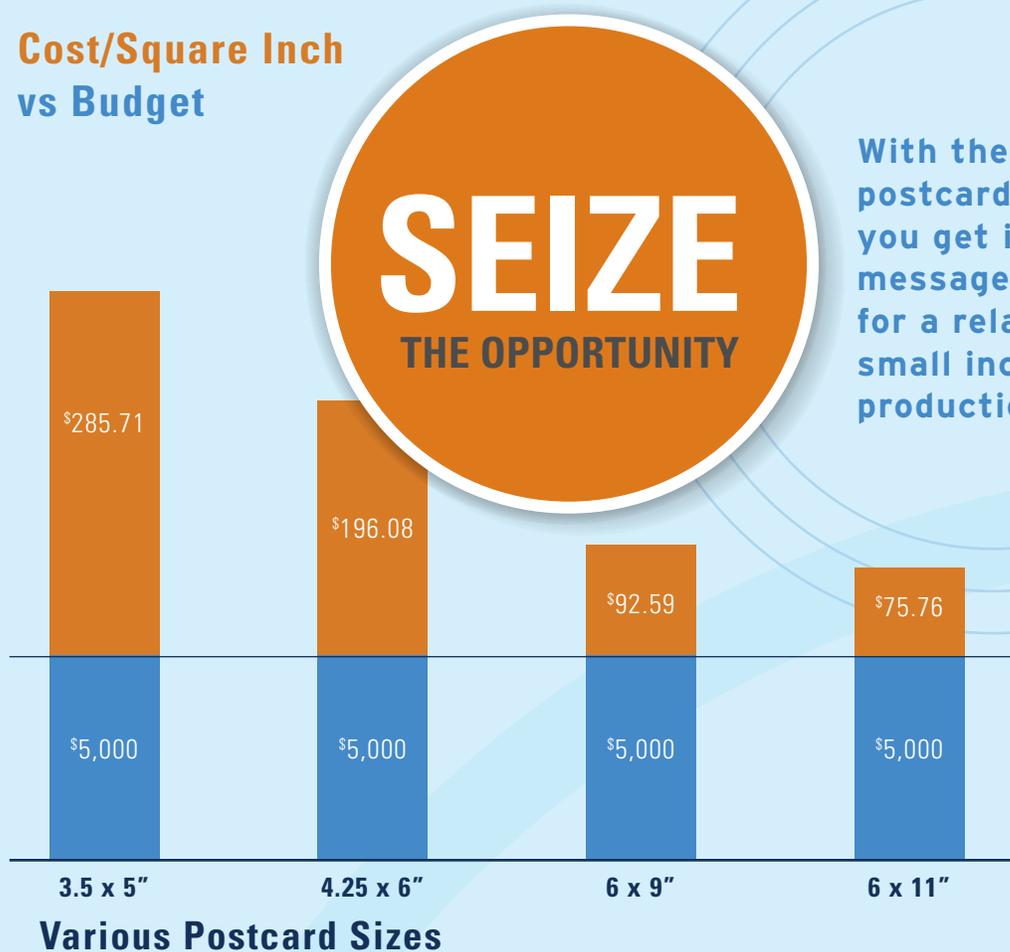
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Maximize your postcard size.

Consider the cost per square inch of your postcards when including postage.

Are you getting the best bang for your buck? Legacy size postcards range in size from 3-1/2 x 5" to 4-1/4 x 6" but are limited in messaging space whereas now, with revised USPS ruling, a 6 x 9" size mails at the same first class rate.

Cost/Square Inch vs Budget



Consider piquing the senses.

Don't settle for simply print on paper when there are many options which can make postcards irresistibly intriguing to the mail recipient. How a piece of mail feels or smells can evoke a positive subliminal reaction. Playing to the senses via mail can increase response, brand awareness and ROMI making it worth the extra effort.

Enhance the mail piece with special coatings and inks. Consider PMS colors, liquid silver chrome ink, glitter UV, or soft touch UV. Soft touch and Grit UV add textures that demand attention. Specialized coatings are available in varnishes, aqueous, and UV options.

Take stock.

Specialized paper stocks can be eye-catching, add depth, and fascinate the fingers. From textured papers to holographic cover stocks, choosing the right paper can make all the difference. Make that postcard pop in the mailbox. Hazen Rainbow Holojet® .012 C2S SBS eludes a colorful, optic glow, a Neenah Classic Woodgrain emits a rustic feel, and Neenah Astrobrights® capture attention, any of which are standout options to get postcards noticed. Other viable options include environmentally friendly papers – and flash the FSC, SFI, or PEFC logo (SPC is tri-certified) to exhibit green tendencies. Express environmental concern with the Love Paper logo.



www.lovedaperna.org

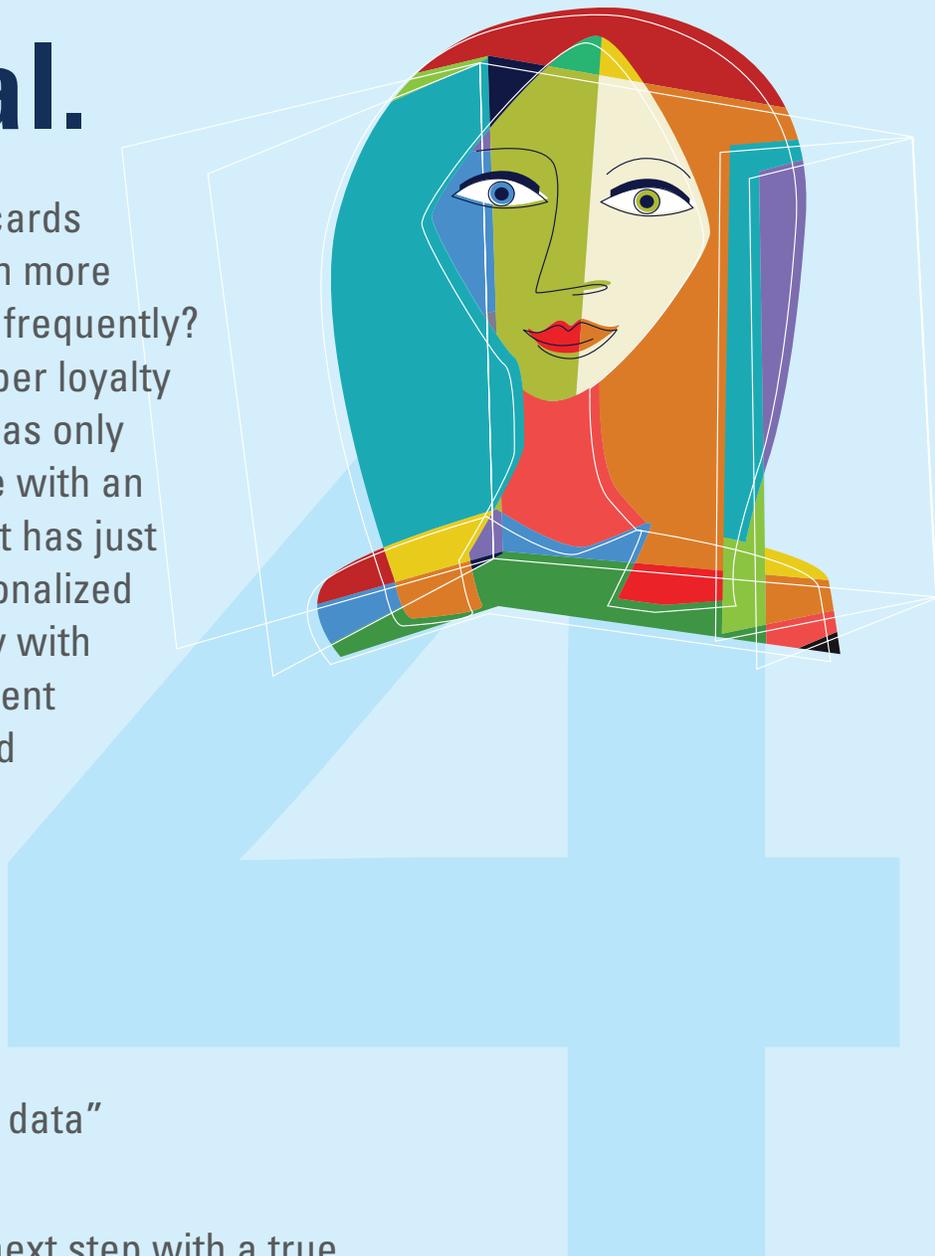
SPC has a focus on sustainability, we care about the environment and use products from suppliers that we know do the same.



Get personal.

Utilize data to personalize postcards and enable the message take on more meaning. Does the reader shop frequently? Personalize with frequent shopper loyalty messaging and offers. Reader has only expressed interest? Personalize with an incentive to purchase. Recipient has just made a purchase? Send a personalized expression of thanks for the buy with an upsell or cross-sell offer. Incent a consumer who has abandoned a purchase to come back and finalize their purchase. Include a personal variable code to track to a recipient level. The term “big data” has been around for decades but few marketers are utilizing that “big data” to truly form a 1:1 relationship.

Consult with SPC and take the next step with a true personalized piece. Digital inkjet printing makes this a seamless process but the SPCFuel team will help transition to a more personal interaction.



15% of postcard-format campaigns utilize personalization.

– Meg Cipperly, Competiscan

Connect mail to online.



Mail pieces combined with digital interactivity is growing for a reason. **It works!** QR codes have increased in popularity and usage.

13% of postcard format campaigns used a QR code in 2021 compared to just **6%** in 2020.

Let that QR code transport the postcard recipient to a website, an offer, or to an augmented reality experience. Take technology to the next level and engage in IP targeting and enable one-to-one marketing with ultraprecision.

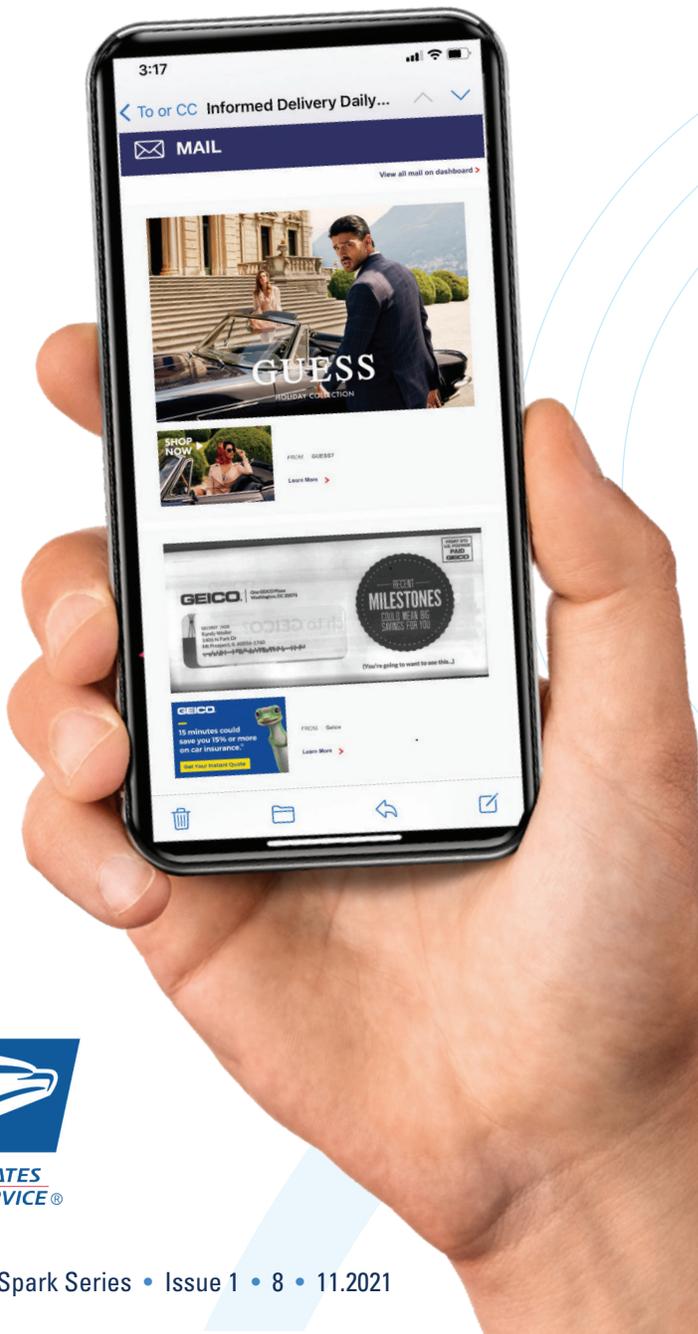
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Add a 2nd touch with **INFORMED DELIVERY.**

More than

39 Million

people in the
United States
have enrolled
in the USPS'
Informed Delivery.



Not familiar with Informed Delivery?

It allows consumers to digitally view their incoming mail and manage it from a mobile device. The cost to set-up Informed Delivery is typically negligible and the postal savings are immediate. Approximately 70% of Informed Delivery emails are opened. Attach a ride-along in the messaging for added response rates.



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Take advantage of the USPS DAL program.

An under-utilized opportunity of combining a flat sized mailer with a postcard—a Detached Address Labels (DAL) can be collaborative mailings combined with Unaddressed Periodicals, Marketing Flats, Marketing Parcels or Bound Printed Matter. In this scenario, the address and printed postage indicia are presented on the separate DAL mailpiece instead of on the primary mailed item.

What's the advantage?

Get the value of **TWO** pieces in the mailbox.

The minimal postage increase adds true value and opportunity. Multiple messages about products or services expand marketers' touches. The two pieces are delivered together, but not attached.

NOTE: The dimensions of the DAL piece must be between 3.5 x 5 " and 5 x 9"



Save money by synchronizing with USPS Discounts.

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As an added bonus, utilizing some of these suggestions makes mail eligible for USPS incentive discounts. **2022 Promotions include:**

Tactile, Sensory Interactive Mail piece:

First Class and Marketing/Non-Profit

4%

Emerging and Advance Tech:

First Class and Marketing/Non-Profit

2 - 3%

Personalized Color Transpromo:

First Class Mail

3%

Informed Delivery:

First Class and Marketing/Non-Profit

4%

Mobile Shopping:

Marketing/Non-Profit Mail

2%



TEST

Test

TEST

Test.

TEST

Test.



As David Ogilvy described,
"The most important word in the vocabulary of advertising is **TEST**. Never stop testing and your advertising will never stop improving."

Work with SPC to create a test plan utilizing the above techniques to maximize the impact of your postcard program.