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## KEEPING AND GAINING CUSTOMERS USING POSTCARDS

To write a good advertisement you must have a keen interest in the products themselves. You have to handle them, fondle them and get acquainted with them. And when you have grasped the right sort of impression let them flow naturally from your pen.

For most businesses creating a successful promotional material is difficult. They have to see to it that their material appeals to their customers. Aside from this, they have to make sure that their budget is enough to produce the promotional material that they want. For some business owners the marketing ability of postcards works for them effectively. Postcards are perfect for businesses seeking for an efficient and affordable way to promote their products.

Aside from promoting your products and services, postcards are also effective in keeping in touch with your customers to let them know that you appreciate them and haven't forgotten about them. In addition, postcards are a good way to maintain contact with your customers without being a nag. With a design and message that is positive, interesting and creative, you can add a little fun to the recipient's day.

Postcards can also be used to introduce your products or services to wholesale buyers. You will likely be competing with much older business; hence, it is important to have a unique and professional presentation. A full color catalog or brochure would be nice but very expensive to produce. For this reason, sending a postcard that shows your work in full color along with your sales materials and price lists can be a good idea. Likewise, if your products or works are shown in galleries, you can use postcards to use as handouts. This will assist the gallery in promoting your work. In this case, it may be in your best interest not to include your contact information on the card.

Similarly, keeping in touch is perhaps the best way to make sure that your customers don't forget about you. It is common for most business to do nothing after gaining a new customer. They just hope that the customer will come back. Bad idea. Think about it this way. How many times have you seen an ad on TV or received something in the mail and you said to yourself that it was a good idea and you need to look into that. However, the next day you forget about it and never take action. This is common to most people. That is why it is better to mail your customers regularly not just mail them once or twice. Keep mind that it takes three or four contacts with a customer before they are willing to do business with you. It's astonishing what kind of growth you can achieve if you get a few of your customers to make additional purchase or two throughout the year. So, work on that postcards and contact your customers to ensure that they keep coming back to you over and over again. In business, there is nothing better than that.

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