POSTCARD PRINTING AND MAILING

Most business today makes use of postcards as their means of promoting their products and services. But just what kind of postcards would be effective enough in promoting your business? As there are many ways of killing a cat there are also several ways of creating postcards. One way of creating a postcard is having it customized. A custom made postcard is best especially for businesses that want to be recognized for unique products and services.

Today having postcards customized is easy and cheap because of the latest printing technology. Postcards normally comes in three standard sizes 4 x 6, 5 x 7 and 5 ½ x 8 ½. And to further save on postcards it is best to look for providers that offer discounts for bulk projects.

Another advantage of incorporating postcards in any marketing plan is that postcards tend to broaden a company's clientele. There are certain methods or ways of sending postcards to various potential customers. One way is to integrate postcards to subscription or renewal cards for newsletters, magazines as well as any type of company's publication like order forms, survey forms, coupons, mini-news releases or announcements and may even be included in the promotion of new products and or services. Custom printed postcards are commonly employed since they are more convenient to fill out and send back compared to some clip-out order forms, coupons, or other similar forms.

In terms of the design of the postcard it is important to determine the purpose of the postcards. The purpose will determine the design as well as the contents to be included in the postcard. If the postcards are intended for advertising products and services of the company then postcard should be created in such a way that it will be able to encourage readers to purchase the promoted products and services.

But if the purpose of the postcard is to conduct a survey or would serve as an order form then it is important to keep everything simple--meaning of simple is not too much text that tends to confuse readers. Confused readers tend to lose interest on what they are reading and often times would just put aside the postcard and then forget all about it. And if this happens the very purpose of the postcard is defeated. In terms of the font to use it is better to use sanserif font like Arial, Tahoma and Verdana which are great especially for smaller type size texts since it has a much cleaner and sharper look to it.

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