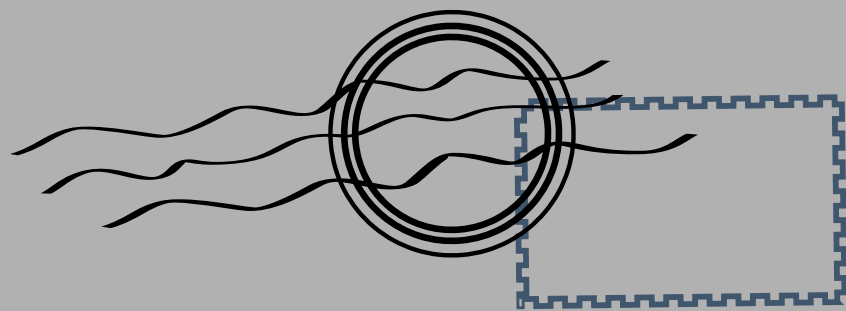




5 Reasons to Send your Customers Postcards

Mohamed Said.



Postcards can play an important role in your business.

When you send a postcard, you create a personal relationship with your customer.

7.

It Makes a Great Impression

Optimise your brand by sending a postcard with a friendly tone rather than an advertising tone. When a customer receives and reads a friendly postcard, it creates a great impression.





2.

Provide Contact Details Conveniently

If your client has questions, they can easily reach you because your contact details are readily available on the postcards.

@itsmohamedsaid

3.

Give a Personalised Approach

Delivering individualised postcards to clients with their names on it is one of the best marketing strategies because it makes the client feel important and loved.

4.

Use it for Direct Marketing

When sending a message to your clients, be direct and to the point, and put your message near the address so that the client can easily see and read your message.

A close-up, black and white photograph of an elephant's head, showing its textured skin and large tusks. The elephant is facing slightly to the left. The background is dark.

5.

Create a "Direct Response Offer"

When you send a postcard, offer a free or discount coupon at the same time. In that way, you are encouraging the client to purchase or make them interested in your offer.



Mohamed Said

Head of Business Intelligence
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