

15 Postcard Tips, Tricks and Hints

1. People frequently change their email without letting you know, so send a postcard to ask them to update their info.
2. Read what VerticalResponse CEO Janine Popick has to say in her blog post, "[Why Direct Mail Still Works – 5 Reasons to Use It Today.](#)"
3. Watch our 4-minute video, '[Why Use Postcards?](#)'
4. We provide step-by-step video instructions on how to [Create a New Postcard](#).
5. Cut through online clutter and send a postcard follow-up to people who missed your emails.
6. Just upload your list and we will print, address, and mail first class for you.
7. You can feel good about sending postcards made of FSC certified 30% recycled material.
8. Send postcards with 'save the date' info because they are so easy for people to stick on their fridge as reminders.
9. Download our [10 Steps to Postcard Success](#) guide.
10. Grow your email list with postcards, and get 20% off* a list of postcard mailing addresses when you call [InfoUSA](#) at 800-835-5856 and use the code **01VRO**.
11. Include coupon codes on your postcards for an easy way to track your postcard success.
12. Postcards get read because they are already "open" when customers pick up their mail.
13. Say happy birthday or thank you with postcards.
14. Watch a recorded version of the [Secrets to Postcard Marketing Success](#) webinar.
15. Get help from our [How to Do Everything Postcards](#) site.

**20% discount on your first purchase of mailing lists or postcard services of \$2,000 or less. \$200 minimum order required to take advantage of this offer. Call in orders only, must mention offer code 01VRO to take advantage of this offer, expires March 31, 2010.*

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