

Birthday cards for your customers

Save time and money with SwissPostCards

An innovative idea

Have you ever been asked to send birthday cards to all of your customers? If so, you know just how time-consuming the task can be.

With SwissPostCards, you will save time and money and can design mailings in no time at all. Create an individual card for each customer for the whole year in advance. You won't need to worry about it again!

How it works

1. Prepare your mailing

All you need is an Excel file containing your recipients' details. You can find a sample file in the "Recipient" area of the design tool.

Enter all the required information in the table: first name, last name, street and house number, postcode, country, etc. Note the "Additional information 1 (optional)" field. This should be replaced by a field labelled "Date of birth", where you can enter the information for all your customers. Example:

Country	Full Title	Date
GERMANY	Dear Ms	12.12.61
AUSTRIA	Dear Ms	02.03.66
SWITZERLAND	Dear Ms	26.02.67
SWITZERLAND	Dear Mr	02.06.70

2. Design your postcards



Now it is time to design your birthday cards. Make the most of all the possibilities afforded by the SwissPostCard tool. Be as creative as you like. Your customers will be delighted to receive your original and personalized greeting cards.

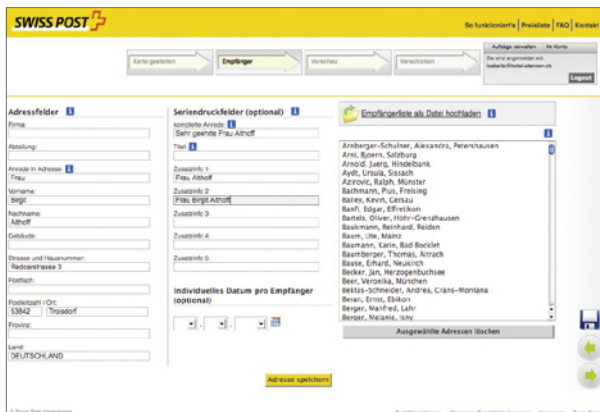
3. Address your postcards

Once you have finished designing your postcards, go to the "Recipient" menu. Click on "Upload recipient list as file" and use the "Browse" option to select your list of recipients. Next, click on "Upload address file" and wait until the upload has been completed.

Once the file has been uploaded successfully, you will be directed automatically to the "Field designation" page:

Column	Column contents 1: Data record	Address and merge fields
1	ID	> Do not import
2	Title in address	> Title in address
3	First name	> First name
4	Last name	> Last name
5	Street and house number	> Street and house number
6	Postcode	> Postcode
7	City	> City
8	Country	> Country
9	Full title	> Full title
10	Additional information 1	> Additional information 1

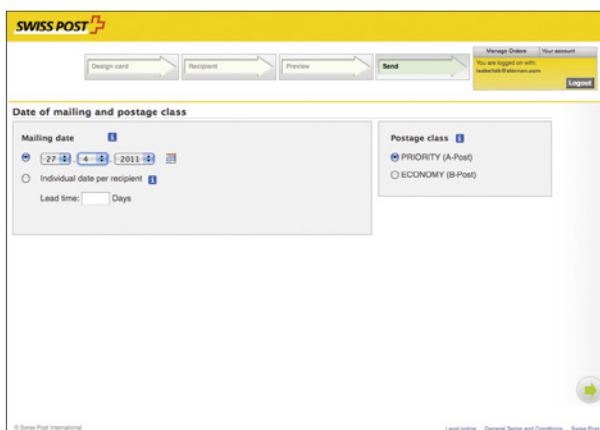
During this step, you can check whether the fields of your recipient list (left-hand column) match those in the system (right-hand column). If necessary, assign the column containing your customers' dates of birth to the "Date" column in the system. Once the system has recognized all of the fields in your file or you have finished making your changes, click on "Accept allocation and import data". The menu will take you automatically to the next page, where your address list will be displayed on the right-hand side:



Click on "Preview" if you wish to check your mailing.

4. Choose a mailing date and send

You will now reach the page shown below:



Here you can choose a mailing date for your postcards.

Under "Lead time", specify the number of days prior to your recipient's birthday that you want your card to be sent. Make sure you leave enough time for your card to reach the recipient on time. It is better for a birthday card to arrive early rather than late!

The delivery times are dependent on the recipient's country of residence:

- Switzerland: 1–2 days
- Europe: 3–4 days
- Other countries: 4–8 days

Example: If your recipients live in Germany, enter the number 4 in the "Lead time" field.

Then click on the arrow at the bottom right to choose a payment method and send your mailing. You can also redeem a voucher here.

Congratulations! Your first SwissPostCard birthday mailing has been sent.

Additional tips

10 tips for successful postcard mailings

Do you want to make optimum use of the SwissPostCard tool to attract customers and reinforce customer loyalty? Do you want to find out how to design successful postcard mailings? Find out more by choosing SwissPostCard > How it works > 10 tips for successful postcard mailings.

Film

Be inspired by our short film. The story explains how one company was able to successfully increase its sales with the SwissPostCard concept. Watch the film online on our home page!

Help

Do you have any questions about designing postcard mailings or about any other topics? If so, please contact our customer service at supportspi@swisspost.com

www.swisspost.com/swisspostcard (business customer page)