

# Postcard mailings

## Efficiency that works

Postcard mailings attract attention. They offer an inexpensive and highly eye-catching alternative to traditional promotional mailings. Thanks to their high read and response rates, postcards are making a comeback as a direct marketing tool.

### 10 advantages of postcard mailings

Postcard mailings

1. Will not end up in a spam folder.
2. Do not need to be opened to be read, unlike promotional mailings.
3. Are quicker to produce as they do not need to be put into envelopes, for example.
4. Convey your advertising messages quickly and efficiently.
5. Boost the advertising impact with their high-gloss finish and evoke positive associations.
6. Offer a tangible experience.
7. Enable you to incorporate coupons and vouchers with ease.
8. Immediately arouse the interest of recipients.
9. Can be designed in any way you choose.
10. Can be personalized on the front and back.

### Postcard mailings: for a whole range of occasions

Postcards enable you to stay in close contact with your customers. Take advantage of every opportunity to get in touch.

- Send your customers birthday greetings.
- Inform your customers about new stores, a new website, change of address, etc.
- Do you have a new contact person? If so, be sure to let your customers know in good time.
- Create opportunities and invite your customers to anniversary celebrations, exhibitions, special shows, etc.
- Inform your customers about new products and campaigns.
- Remind your customers of important dates, e.g. open days or deadlines for tax returns.
- Send confirmation of dates, e.g. of events.
- Welcome new customers.
- Invite interested persons and customers to visit a microsite. Postcard mailings are ideal tools for sending customers a personalized URL.
- Or simply say THANK YOU to your customers.



### Using SwissPostCards for your mailings

Design real postcards online. You can send SwissPostCards directly as real postcard mailings with your own images and addresses. Individually designed postcards enable you to reach your customers personally – in over 220 countries worldwide! Easily, quickly and efficiently.

### More information

[www.swisspost.com/swisspostcard](http://www.swisspost.com/swisspostcard) (business customer page)

Visit our website to find

- Instructions on how to create postcard mailings with the SwissPostCard tool
- A checklist containing 10 tips for successful mailings
- A checklist for sending SwissPostCard birthday greetings
- A film showing how one company was able to increase its sales with SwissPostCard
- Examples of postcard mailings

We wish you success with your mailings!