



Postcards - An Effective Direct Marketing Tool

Simple to Use - Inexpensive - Almost 100% Readership

From Concept Marketing Group, Inc.



Postcards are a "key tool" in today's world of modern marketing. A brief and captivating message, combined with an enticing offer, will generate sales, inform customers, and increase brand awareness.

Concept Marketing Group, Inc. offers a postcard product that allows your business to conduct low cost direct mail promotions aimed at increasing your visibility and gaining market share from your competitors.



Gain Competitive Advantage

Anyone can print postcards! With 28 years of marketing experience we can show you how to maximize your marketing dollars and assist you in creating a postcard mailing campaign that will give your company a competitive edge and open doors to greater business opportunities. Our experienced staff, and in-depth understanding of how to reach your target audience, can be a valuable component in the success of your campaign.



Benefits of Postcard Advertising

- Keep your name in front of customers.
- Postcards generate a high ROI
- Flexible, informative and creative.
- Postcards are high impact and low cost
- Separate yourself from the competition.
- Establish regular communication between you, your customers and future customers.
- A well-produced postcard establishes a bond with customers.
- Postcards sell products and services.

Save time & money with Mailing Services!

We now offer you the convenience and savings of mailing your print job for you. We make mailing easy and affordable and can produce and mail your postcard for less money than doing it yourself. We pass the savings of lower pre-sort and bulk postal rates on to you - no more using messy labels or paying 23 cents for First Class rates!

**Reach prospects for as little as
\$0.32 each - including postage!**
Designed / Printed / Mailed



Uses of Postcard Advertising

- Generate website traffic and sales leads.
- A cost effective way to promote new specials.
- Promote company awareness.
- Announce new products, web sites, store locations, etc.
- Inexpensive, effective way to thank customers.
- Use as a coupon and/or survey for clients.
- A great way to test market new products and measure advertising campaign responses.
- Tradeshow/Event promotion.
- Maintaining customer contact.



Marketing With Postcards

Regular postcard mailings will give you the optimal results. Repetition is key to your marketing success, and you'll see an impressive growth in your business over a 12-month period. A year long postcard marketing campaign will cost approximately \$6.00 per name per year – a very cost effective way to build your business.

The "industry standard" for direct mail marketing is a 1-2% response rate. By targeting your niche market, and writing your text copy to target specific industries, you can increase this response rate significantly. With our 28 years of marketing experience, we can show you how to see a consistent business growth pattern using this low cost, high return marketing tool.



**FOR MORE INFORMATION, CALL:
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