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Postcard Marketing Update: What You Need to Know Now (Business Updates Book 1)

Pat McCord

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The world of postcard marketing is changing, but if you know how to use this form of direct marketing effectively by the new rules, you'll find it's the fast, easy, cheap way to promote your business no matter what the economy is doing. Marketing with postcards has never offered so many options to boost sales.

In this short, concise guide, you'll learn:

• Why postcards now?
• How to profit more by not selling
• The right way to do a postcard mailing
• Questions you must ask a printer
• When you should use EDDM, and when you shouldn't
• When it's worth it to create your own postcards
• The ten elements of the most powerful postcards
• What about linking?
• What gem can increase response rates as much as 375%?
• What to do after you mail your postcards
• Postcards you don't mail
• Postcards that don't sell anything. . . on purpose
• How to be the last man (or company) standing

Postcard Marking Update: What You Need to Know Now gets to the point and tells you what's happening in the world of this quiet, surprisingly effective way to market. Any company, big or small, should use postcards no matter what other forms of marketing they employ. Your postcard campaign can be created this morning and on its way this afternoon. So get started!

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