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Postcard marketing, a form of direct mail, helps you reach a targeted audience with promotional print pieces like coupons, announcements, and other offers. While the tactic might seem a little old school in the age of email and social media , a lot of fast-growing brands are starting to add direct mail marketing to their modern marketing strategy .

~~What is postcard marketing?~~

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What Is Postcard Marketing?  
Postcard marketing is a form of direct mail marketing where businesses market their services via a promotional business postcard. Promotional postcard content often includes coupons, announcements, new product introductions, and limited-time-only specials.

## ~~Postcard Marketing 101: Get Started with Ideas and Examples~~

Postcard marketing is smart strategy for promoting your business, product, service or event. Increase Your Sales With Postcard

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Marketing There is a long history of successful direct mail campaigns and mailshots using postcards. With postcard marketing, you can craft a clear, accurate message delivered to the hands and eyes of your customers.

~~Postcard Marketing | Cost  
Effective Personalised  
Postcard ...~~

Hello Select your address  
Best Sellers Today's Deals  
Electronics Customer Service  
Books New Releases Home  
Computers Gift Ideas Gift  
Cards Sell

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Postcard Marketing In An Online World was the trusted guidebook of up-and-coming direct mail marketers when it was released, because the author, Joy Gendusa, was the entrepreneur that brought postcard marketing to the masses by cutting out the

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middle men (ad agencies),  
and making it affordable for  
businesses of all sizes.

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to postcard for your next project with Canva! Whether you're promoting your business, getting the word out about your event, or just creating a fun and personal way to share your artwork, start with an awesome postcard. Design a postcard with our treasury of striking layouts

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Materials, bleeds, margins, etc. Personalised postcards make perfect handouts, mailers, inserts and more. Drive business sales and get the word out about your

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brand with custom postcards.  
These handy items can be  
used for mail campaigns,  
street marketing, coupons,  
direct-mails and more.

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Postcards ...~~

Hello Select your address  
Prime Day Deals Best Sellers  
New Releases Electronics  
Books Customer Service Gift  
Ideas Home Computers Gift  
Cards Sell Best Sellers New  
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Postcard marketing is a form

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of direct mail marketing. Direct mail entails any marketing campaign based on sending printed materials to prospective clients. Unlike buying ad space, direct marketing gives you the advantage of knowing exactly who's getting your promotional materials. To start a postcard marketing campaign, you will need a list of contacts.

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Businesses Can Use ...~~

Postcard Marketing In An Online World was the trusted guidebook of up-and-coming direct mail marketers when it was released, because the author, Joy Gendusa, was the

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businesses of all sizes.

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Jim Hamilton, Group Director  
at the InfoTrends division

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