



businessfulcrumlimited

helping you stand out from the crowd

...through simple, effective and impactful marketing

POSTCARD SERVICE – Description and Costs

- Do you have anything that helps you stand out from the crowd and gets your message across at networking events?
- What do your affiliates hand out on your behalf to their customers?
- Do you have anything to hand to drop off in an area where you are already working or to target a geographical area?
- Do you have anything inexpensive to hand out when you are taking part at events as an exhibitor or speaker?
- Do you have anything small and impactful that you can insert within a publication or marketing pack?
- Have you ever thought about doing a direct mail campaign? More people react to two marketing contacts within 3 weeks – a marketing postcard can be part of this

We love doing postcards for our clients as they are one of the least expensive forms of marketing. And with low print prices for 1,000's of cards you really can get your message across left, right and centre!

The thing is, our postcards are not just postcards, what they actually do is give you with a choice of three marketing approaches so the stuff you put out is not just the same old same old. Think bizarre, ironic and memorable rather than sedate, predictable and drear

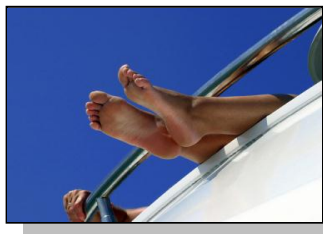
Here's how it works:

Step 1:

Based on a form we send you, we will come up with three marketing concepts for you to choose from eg: for a yacht maintenance company we might produce something like the examples below.



Strapline: You hit the water and we'll hit the deck



Strapline: We'll look after the boat while you do all the hard stuff



Strapline: The boat that left in front of yours was cleaned by us...

Step 2:

You decide which approach and we will write the reverse of the postcard.

Step 3:

You sign off the postcard and we will download the royalty free photograph. We will send a copy to you, and if required, a copy to your printer.

Step 4:

We invoice you **£175** if you agree that we can put our discreet tag line (as below) on the back of your cards at the very bottom and **£199** if we can't!

postcard created by janebuswell@businessfulcrum.co.uk

Step 5:

You scatter the postcards around gaily; companies are delighted to hear about you. Since you are supplying just what they need you pick up orders that more than cover the production and printing costs of the postcard.

win win win

On top of our costs you will need to think about:

The download price of each royalty free photograph – typically around £10.00 unless you would like to create a pull up banner using the same image in which case a larger file size at extra cost would need to be downloaded.

Printing prices vary hugely and can fluctuate according to the latest price of paper. I do try to pass on any offers I hear about.

Jane Buswell
Business Fulcrum

07966 155518

janebuswell@businessfulcrum.co.uk

Marketing Advice Mentoring Service Copywriting Postcards Training