

Postcard Marketing Vendors

How to Choose the Right One

Five things to consider when looking for a postcard marketing vendor.

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Key Points:

- Knowledge
- Design Options
- List Options
- Mailing Options
- Pricing Structure
- Ease of Use

Postcard Marketing Vendors: How to Choose

Direct mail postcards can help you promote your business easily, effectively and affordably. But to capitalize on these benefits, you need to have an efficient and reliable postcard-marketing program in place. That's where postcard marketing vendors come into the picture.

These days, there are dozens of postcard marketing vendors, but not all are created equal. This can make vendor selection overwhelming. But it doesn't have to be. To understand the differences between these companies, you simply have to evaluate and compare their products and services.

For instance, some vendors only offer printing and mailing, leaving you on your own to come up with a design. Others handle every aspect of postcard creation and distribution, for a truly full-service approach.

This guide will help you evaluate and differentiate the many postcard marketing vendors. As a result, you'll be able to quickly and easily find the right vendor for you. We will examine the following criteria:

- ✓ Knowledge and expertise
- ✓ Design options
- ✓ List options
- ✓ Mailing options
- ✓ Pricing structure
- ✓ Ease of use

If you have questions about this guide, or want to learn more about the products and services we offer, please contact us:

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Key Points:

- Unique skills
- Print knowledge
- Marketing savvy
- Educational tools

Knowledge & Experience

All companies have to start somewhere, but even the youngest company should bring unique skills and experience to the table.

When shopping for a postcard marketing vendor, you should find out what background and experience they have. The good news is, you can go about it fairly easily – just visit their website, or pick up the phone and call.

A company is only as good as their people, so find out:

- Who makes up the company?
- What unique skills and experience do they have?
- How much do they know about printing and mailing?
- What do they know about marketing?
- Do they offer educational tools as part of their service?
- Have they published relevant articles in magazines or online?

It takes a bit of homework on your part, but you should find out some of these things before choosing a postcard marketing vendor. After all, you'll be putting part of your marketing in their hands. Do they know what to do with it? Your peace of mind is worth a five-minute phone call.

