

Greeting Card Marketing

Here is another marketing idea that is within everyone's reach, Greeting Cards. How the heck can greeting cards be used for marketing or traffic to your website? If you do any amount of business networking and understand the concepts of leveraging your list of contacts, you know that there are contacts in your list that may be potential referral sources or even new customers. The point is these people know you. Why not send an occasional greeting card?

Why Do This?

Think about how many people that you have made contact with. Who do they know? Sending an occasional greeting card is a great way to keep in touch and more importantly keep your name on the radar. If you make this routine, think how many people you can touch and bring a smile to their face. If you are on their mind it makes it easier for them to refer someone they know to you.

We live in the digital age so it is no longer difficult to compose your own greeting cards. Send them on holidays or birthdays or just simply say hello. Make your cards fun and personal. You might already be doing this with friends and relatives. What about your customers? What about people you just met?



Keep up with your contacts and your business will grow faster.

Greeting Cards As Advertising Medium

Think about your list of contacts and what categories they might fit in. If you pare down your list to just those who could significantly bring you more business, these are the contacts you want to cultivate and keep up to date.

Perhaps design an eye-catching card that says "Let's do lunch!" or "Is there anything that you need?" Can you see how phrases like this can begin new dialog? This may open the doorway to opportunities not yet imagined. Too scary?

Here are some more ideas. How about inviting a select group of about 40 contacts to lunch to show them how they can save money or to introduce new products and services. Make special offers that require a call to action like "to receive a free something call before this date".



We are not talking about mass marketing. These are highly targeted resources or customers that you want to reach out to. Frequency keeps you on their minds and if you come from a place of “giving” you then earn their attention. If you are creating a special offer, this list should be composed of those that will most likely want to buy from you.

These cards are “Special” because you made them and they are going to people that you know. You can make them even more special by making sure that the recipients know that they are special to you. Be careful not to insult their intelligence by being too “Salezee”. Make sure that you come off looking genuine. Tell them that you are trying to build your business and that you deeply respect their opinion.

Your website can work in tandem with greeting cards because you can put special landing pages up that can help you measure the response and effectiveness of your campaign.

Isn't This a Lot of Work?

Anything worth while is worth working for. This doesn't have to be looked at as work at all. It should be looked at as fun. There isn't any monotony because each person that you send a card to has a unique relationship to you. You might have things in common that you want to reflect on.

So all you need to do is look carefully at your list of contacts and set aside a little time each day to send a card or two. Maybe develop “special” targeted campaigns.

There is an online system called [SendOutCards](#) that helps automate this task. They have lots of pre-made cards to choose from and you can make your own right through your browser. The best part is the gas money you save because when you hit the Send Card button it gets printed, stuffed in an envelope and mailed with a stamp automatically by the folks that work at SendOutCards.

Plus, since you already send cards to relatives your account at SendOutCards can do double duty to keep you in good graces with your relatives and at the same time keep you in touch with your special business contacts.

Wait It Gets Better!

There are a lot of people who already use SendOutCards, but few who have mastered the art of greeting card marketing. I suggest that you visit TheUltimateBizTool.com to learn more about how greeting cards can help your business grow. You will meet Cid and Sam and they have loads of experience with SendOutCards and have helped a lot of the SendOutCard users to be more effective.



Remember that your website can play an important role with greeting card marketing. If you can edit pages or have a web person that can help you, build a compelling landing page with a short response form. This could be used for RSVPs, surveys, or simple Purchase Orders.

Add a funny YouTube video as the carrot to get your greeting card recipient to go to the “special” page that is meant just for them. Remember, they are Special.

Posted on August 3rd, 2008 by Karl Knelson