



## Checklist 6 - Post Cards

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*A fun way to get leads to your site and get more customers is the use of postcards. You can surprise your customers by sending them postcards, which are eye-catching and let your customers join you after seeing them. Do you want to know a way to create postcards? Here is how:*

### CREATING POST CARDS:

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Download the Adobe Spark Post on your PC and make an account on it for free.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Now, click on Pick a Size option mentioned there and choose whatever size and shape you want for your postcards. Prefer using "Portrait" or "Landscape."    | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Now it is time to decide on a theme for your postcard. Browse the inspiration gallery of the app and get access to free postcard templates.                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Now choose the colour, theme and pattern for your postcard from there.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | After all this is done, you have to decide the image for your postcard. Select any link mentioned on the front page of the app and choose a photo you like. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Now you have to make wise use of words for your postcards. Use  | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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typography for this purpose and write the desired text.

- 7 And, finally, download this postcard and share it with your friends and your social media sites. You can also email it to your customers.

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### NOW GET LEADS FOR YOUR POST CARDS:

- 8 To do so; first you have to include the postcard in the mail that you're sending to your customers.

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- 9 Now include upcoming events and new blog posts in your postcard to inform your audience about these.

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- 10 Add a link that will direct them to an online discount coupon, which will lead to further promotion and engagement with your company's website.

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### START A CAMPAIGN INVOLVING YOUR POST CARD:

- 11 First, pre-qualify your lead by sending small discounts via your email to your customers. This will give you an idea about the future leads that you'll get.

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- 12 Now start a paid campaign involving your postcard after estimating the leads that you'll be getting.

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### DESIGN YOUR POST CARD:

- 13 The first thing while generating your postcard to keep in mind is to create a perfect opening. Include the person's name at the beginning of the postcard to attract his attention. ☐ ☐
- 14 Now, create a powerful first sentence of your postcard that will grab your customer's attention. ☐ ☐
- 15 In the next step, use a real postcard stamp on your postcard. This will indicate that a real person has sent the postcard. ☐ ☐

### MORE CHARACTERISTICS TO ADD:

- 16 Deliver your postcard as already open and ready to read. ☐ ☐
- 17 Keep your message easy and short. ☐ ☐
- 18 Make, it looks like a personal message. This is the only way you'll get leads by postcards. ☐ ☐

Notes