

Postcard Advertising Report

See examples of profitable
postcard campaigns.

By **HitMan**
Advertising

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Introduction:

I originally wrote this report to include in a new package I'm creating for postcard advertising. But since we're so close to the holidays and many cleaners don't understand how to mail or what to mail to their clients and prospects, I decided to give this report away FREE for a short time.

This PDF report contains examples of postcards included in the new Postcard Advertising Package at www.Hitmanadvertising.com/postcards.html

These postcards are also available in my Advertising Coaching Club at www.Hitmanadvertising.com/coaching You get postcards just like these each and every month as well as other profitable ads!

Before we get into the postcard examples...

"I want you to STOP AND THINK"

Do you have the time and desire to create new postcards each month for your clients and prospects? And even if you do, are you doing it correctly?

You can get all the templates for these postcards and many more for you to quickly and easily put in your own company name, logo, and phone number.

Or do you want proven **postcard graphic design done for you?** Your postcard is ready to go to the printer!

www.Hitmanadvertising.com/coaching

How Any Cleaning Company Can Double Their Business With Postcards

This report is designed to be an intro to help you use postcards to grow your cleaning business.

One of the most frustrating things I hear from cleaners is, “I tried postcards and they didn’t work.”

So many variables go into whether or not a direct mail campaign will work.

Critical components to consider with postcard advertising:

1. Who did you mail your postcards to?
2. What message did your postcard convey?
3. What offer did you make your prospect?
4. How many times did you mail to the same list?

See, more often than not, if your postcard campaign didn’t work, you have one or more of the above critical components wrong.



Example of a large postcard for clients and neighborhoods during Summer.

#1 Who did you mail your postcards to?

Your list is SUPER important. In fact, it's the most important equation of the entire list. Your current clients are the most important to send to on a regular basis.

In fact, I recommend you mail to your current clients monthly or every other month at the very least. Do this even if you only have a couple dozen clients on your mailing list.

These are people who have already raised their hand and said, "I have the money to afford your service and have a need for cleaning." And in addition, they already know you, so they're five times more likely to use you again. Don't rely on the refrigerator magnet you left them to keep your company on their mind. Mail to them.

Postcards work GREAT for quick reminders about cleaning and to announce special offers. In fact, we often do a newsletter/postcard that is an oversized postcard that appears like a newsletter. It does VERY well for us.

What to do when you're first starting out with no clients? This is where picking a strategic neighborhood is very valuable. Pick an area of town or neighborhood based on income, home value, and proximity to where you want to service. Something near your shop may be ideal.

Purchase a mailing list with those qualifications. Then mail a series of postcards to that area. Notice I said series. Don't mail one postcard and give up. In fact, realize that postcards take a series of messages to make an impact.

The fact of the matter is you can't tell your entire company story in one postcard. It's difficult to take a prospect from not knowing you at all to picking up the phone and calling you for cleaning. But sending a series of well-designed postcards with a great sales message, will win them over.

#2 What message did your postcard convey?

I look at a lot of postcards and ads for cleaning companies. The vast majority have little to no sales message whatsoever. I'm going to suggest that mailing a postcard with a cute kid or puppy dog with a headline like, "Got Dirt?" won't get many sales.

You need to have a message that pulls the reader in and sets you apart from the competition. What do you do that's different? Are your guarantees better? Is your cleaning more thorough? Do you clean healthier? Are your employees friendlier?

Give them reasons why they should use you. Can't think of anything? If nothing else, this can be done by having a simple list of "5 Reasons Why..." This is often overused, but it's just so darn simple and it sells. It helps you give reasons why your prospect should hire your company over the rest.

Make sure your postcard has a unique benefit that is clearly explained in your headline and graphic of your postcard.



This holiday postcard gives the message that you appreciate your clients and want to offer them a gift.

#3 What offer did you make your prospect?

Your offer is perhaps the most important part of your postcard. The offer could literally make or break the postcard.

If you were even remotely in the market for a new luxury car and you saw a headline that said, “Buy a New Lexus and Get a FREE \$5k Lowes Gift Card,” this would likely interested you. That is of course unless you really disliked Lexus or Lowes. It’s all in the offer.

How about an ad that says, “FREE 1 Hour Massage” from a new massage therapy clinic in your city? For this offer, who cares if they’re new in town.

You wouldn’t even care about the quality of the massage, but you’d be really interested in the offer. The offer is what would get you to read the ad and strongly considering making a call.

And when I talk about an offer, I don’t mean 10% or 20% or even 50% off. These type of offers don’t do much. Most often, your prospect just assumes you’re inflating your prices so you can offer these discounts.

Instead, giving away FREE stuff like FREE fabric protection, chair cleaning, and other items work much better. Plus, they don’t discount your service.

This postcard is used to offer clients \$25 off if they take action and sign up for your e-newsletter.



#4 How many times did you mail to the same list?

The other huge flaw that crushes a postcard campaign is infrequent mailings. As I explained earlier, you can't tell your entire story in one postcard. You need repetition. It involves mailing in a sequence. Mail one mailing today, the next in 7 days, and the next in another 7 days. Then you can pause for a couple months and start the same sequence again with perhaps a new series of postcards.

Ideally, when mailing to a new list of prospects, I recommend starting each sequence of mailings with a salesletter.

With the salesletter you can tell your entire story. Then the postcards are used to remind and back up the salesletter. However, you can start the sequence with a postcard, but it may not get as good of a response to your campaign.

Postcards are also ideal for mailing to your current clients. Your clients already know and love you. They just need reminders that you are still in business.

Here's what postcards can do for you:

- Set you apart and allow you to charge higher prices
- Keep your clients coming back more often
- Put a secure lock around your clients by educating them about the things you do that no other company in your city does.



To the left is an example of a newsletter-postcard. Here, you put your entire newsletter with educational information on an oversized postcard. These can sent for MUCH less cost than a tri-folded newsletter and are just as effective.

Use a variety of different kinds of postcards

One of the biggest things to remember in advertising is “Do something different.”

You don’t want to be viewed as just another company sending out junk mail. Homeowners get lots of junk mail every week. Getting a postcard from you doesn’t excite them—even if the offer is 10 rooms of carpet cleaning for \$29.99.

The competition is fierce. You’re competing with everyone else that sends your prospect mail.

What software is best for postcards?

Let's get this straight...Microsoft Word is NOT the best program for postcards. It's a word processor and can't handle graphics well. Microsoft Publisher is better suited for postcards and it works fairly well.

But if you want a really professional postcard, use Photoshop or Photoshop Elements. Photoshop elements can be purchased for \$90 or less and delivers a MUCH better professional looking graphic once the design is created.



Attention getting headlines and attention getting pictures can make or break the postcard campaign.

What are YOU going to do to get their attention?

If you send a personalized mail piece, you could be the only person sending them personal mail that day. How likely will it be they read a postcard that looks personal? Pretty likely. People don't get very many personalized postcards these days.

They may even set all the other bills and junk mail to the side so they can sit down and read your letter if you do it right. Otherwise, your mail stands high risk of getting thrown in the trash before it even gets opened.

One of the things I like about direct mail is you can hit your target when no one else is around. There's a good chance you'll be the only cleaning company mailing them that day.

Most often, the only mailing a carpet cleaning company sends is a coupon mailer, like Val-pak, where your ad is stuffed amongst dozens of other coupons. That's why stand alone direct mail can work so great. Just the act of sending a postcard or salesletter makes you stand out from the crowd.

Direct mail is also the best way to keep in contact with your current clients. Don't rely on the business card you left them or even a refrigerator magnet. While those are good tools, they don't take the place of reminders sent in the mail. You have to continually remind your clients you are still in business and you want them to call you.

The key to remember here is they must call you. Unless you operate a cash and carry rug cleaning shop, the primary way your client initiates a sale with you is by phone.

So you MUST keep in contact with them so they always have your phone number. If you rely on the yellow pages to do this, you're taking a risk that your valuable client may call another company.

Here are some other tips to try that cost little to nothing extra:

- Send your postcard in an invitation envelope
- Mail an oversized postcard (half of an 8 ½ x 11 inch page)
- Put your newsletter on a postcard
- Handwrite your postcard or use a handwritten font

More Postcard Examples:

The Easy Way to Keep Your Tile and Vinyl Floors Sparkling Clean

All floors need maintenance. You may have initially purchased tile or vinyl floors thinking they are maintenance free, but soon you discovered the truth.

The best way to remove dry soil from your floors...

One of your best investments may be a vacuum for your hard floors. Sweeping can scratch the floor surface. Plus, a broom never removes all the embedded dry soil. A good hard floor vacuum will efficiently **remove more soil.**

Use this trick for more effective mopping...

The biggest problem that contributes to an ugly floor is residue build-up. Remember to NOT overuse detergents on your floor. In fact, it may be best to use plain water with **NO detergent** every third time you clean your floor. It's likely the floor already has enough detergent residues from the last cleaning. Adding more detergent will cause the floor to attract soil.

NEVER use bleach. Avoid using vinegar or acidic cleaners. Vinegar and other acids degrade grout sealers. And for natural stone, vinegar will etch and ugly out the shiny appearance. Only use cleaners specifically made for tile or vinyl.

How often should you get professional maintenance?

Tile, stone, and vinyl floors require regular professional cleaning. To **help it stay beautiful**, consider professional cleaning every 1-2 years. To keep tile looking its best, have the grout sealed every 2-3 years.

Call us at 474-1133 for an estimate or visit www.CarpetCareTips.com



\$20 Off Cleaning & 50% Off Grout Sealing

Get any tile, vinyl, or natural stone cleaning between 7/23 and 8/31 and get \$20 off your cleaning service plus get 50% off any grout sealing.

Example of a postcard that offers tile cleaning to clients and neighbors.

Here's How Your Home Can Stay Clean and Healthy All Winter.

Why is Winter the Best Time For Cleaning?

You're cooped up inside. The risk of colds, flu virus and allergies are rampant. Dirt, germs, food particles, grease, dust, pet dander, asphalt, pollen, mold, dead skin cells, and other debris settles in floors, bedding and upholstery.

You heard the hype about indoor air being more polluted than outdoor air? It's true. In winter, it's even more true.

4 Ways You'll Get a Healthier Home

1. **Safe all-natural cleaning** agents made specifically for people who have chemical sensitivities.
2. **No mold or allergen growth** because your carpet dries FAST with our drying system.
3. **Steam cleaning** with HOT 180 degree water for carpet, tile and upholstery to kill germs.
4. **Soils are extracted outside** into our powerful van mounted machine so no germs get cross contaminated.

This system is designed to go WAY beyond what most cleaners think of doing. We even have a special way of removing pet stains from your carpet padding.

See other side for 2 FREE Gifts

FREE 60-Day Stay Clean Warranty

To make sure you get the best cleaning possible, we'll return for up to 60 days at NO CHARGE if any spots return. This is an extended warranty for winter only!

Premium's Referral Program

Tell your friends about us and we'll give you a 10% referral reward. Whatever your friend spends on cleaning, we'll issue you a certificate for 10% of their cleaning. You can use that certificate to get FREE cleaning or mail it back to us for CASH.

Our services include carpet cleaning, upholstery cleaning, tile cleaning, vinyl floor cleaning, leather cleaning, area rug cleaning, and flood clean-up.



474-1133

Postcard sent in Winter to get current clients and special neighborhoods to call.



Reminder postcards to your clients after 6 or 12 months always bring in business.

Staying in Front of Your Clients and Prospects

You have their attention. If they're at all interested in cleaning, they'll give you a call. And if they're not interested in cleaning, they may tuck your mail piece away to call you later.

But realistically, many of your mail pieces will get thrown in the trash. That's why it is important to mail in sequences. A one shot mailing is never your best bet. Test different headlines and offers. Be relentless targeting the clients you want to do business with. Don't give up.

Think out of the box. It will take your company to new levels. Your prospects will be interested and your current clients will stay interested.

Postcards Done For You Right Here...

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