

2017 HOLIDAY

LOOK INSIDE

— Marketing Ideas —
& BIG SAVINGS on our
most popular products

Marketing Guide



Get more bang for your
marketing buck this season.

modern[®]
postcard

Wall Calendars

Featuring multiple pages for seasonal messages and monthly offers, calendars keep your brand top of mind and help boost business throughout the year. Mail them to customers and prospects as a holiday gift, use them for fundraisers or sell them during exhibits and special events.

SPECIAL OFFER!

Free Card Stock Cover Upgrade or

**10% OFF
PRINT***

Expires December 1
Call to order with code

CALENDAR17



800.959.8365 | modernpostcard.com/calendars

*Applies to print pricing on Wall Calendar products only. Other restrictions apply. Go to modernpostcard.com/offers for complete details.

Greeting Cards

SPECIAL OFFER!
20% OFF PRINT
+ FREE ENVELOPES*

Expires December 1
Call to order with code

GREETING17

Studies show that people enjoy receiving mail and spend more time reading it compared to email. Heartfelt greetings can help you build loyalty and relationships that last well into the new year and beyond. Cut through the digital clutter this season and thank your customers with a mailed greeting card.

Go with a folded Standard, 5x7 or Deluxe card for a traditional look, or use a Square or Panoramic fold to create a piece that stands out from the norm.



MAKE YOUR GREETINGS PERSONAL AND UNIQUE!

- Dazzle your customers with glitter, foil or spot UV coating – ask your rep for free samples
- Make mass-mailed greetings personalized to each recipient with Variable Data Printing services
- Create vibrant envelopes that grab attention right out of the mailbox with full-color envelope printing

800.959.8365 | modernpostcard.com/greetings

*Applies to folded 14pt. card stock products only. Free blank envelopes up to 5,000 quantity with purchase of a folded product. Other restrictions apply. Go to modernpostcard.com/offers for complete details.

Booklets

Booklets are proven to be an effective marketing tool that drives awareness, interest and new business. With ample space to organize a ton of information and imagery, booklets are the go-to format to reinforce your brand, promote products or services, and more.

SPECIAL OFFER!
10% OFF PRINT*

Expires December 1
Call to order with code

BOOKLET17



MAILED CATALOGS HAVE A HUGE INFLUENCE ON GENERATING ONLINE SALES

Catalog recipients purchased
28% MORE ITEMS
and spent 28% more money than
their non-catalog counterparts.

Websites supported by catalogs had a
REVENUE LIFT OF 163%
as opposed to those websites that were not.

Source: USPS®

800.959.8365 | modernpostcard.com/booklets

*Applies to print pricing on Booklet products only. Other restrictions apply. Go to modernpostcard.com/offers for complete details.

Direct Mail Marketing

SPECIAL OFFER!
**25% OFF PRINT
MAILED ORDERS***

Expires December 1
Call to order with code

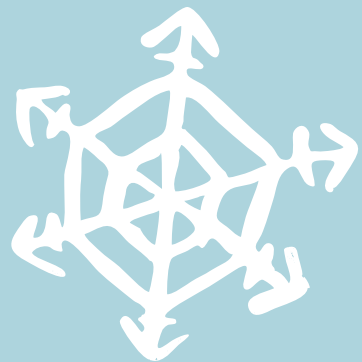
MAIL17

Get in front of big spenders and drive more sales during the heavy buying season with promotional mailers delivered directly to your customers and prospects. Advertise your holiday events, service specials, online promotions and more with quality mailers that grab attention and results.

DIRECT MAIL DRIVES RESPONSE AND

Unlike digital marketing, direct mail delivers your message right into the hands of your target audience. This ensures your message will be seen and improves your chance of higher response rates. Let's take a look at these too-good-to-ignore facts.

Sales



Direct mail response rates outperform all digital channels by nearly

700%

79%

of consumers will act on direct mail immediately compared to only 45% who say they deal with email straightaway

Direct mail has response rates

10-30x

that of email, and even higher when compared to online display

Nearly

51%

of recipients find postcards useful, making them the favored type of direct mail piece by consumers

Direct mail's ROI of

15-17%

is one of the highest reported and outranks those of most digital channels

Source: Data & Marketing Association

800.959.8365 | modernpostcard.com/direct-mail

*Applies to print pricing on 14pt. card stock products only. Other restrictions apply. Go to modernpostcard.com/offers for complete details.

Marketing Ideas AND INSPIRATION

Give a warm welcome to new movers in the area by inviting them to your business with enticing offers.

Mail a sneak-peek catalog of soon-to-launch products or services to drive early interest and sales from your customers.

Invite customers and prospects to a holiday open house or special event to build your brand and new relationships.

Spice up your online sales with bag inserts or mailers that drive customers to purchase exclusive web-only deals.

Engage customers with a holiday-themed newsletter that offers useful info and incentives such as seasonal food and drink recipes, holiday travel tips and winter specials.

Drive last-minute sales with a free shipping offer, then include coupon offers in shipped orders to get customers to buy again.

Drum up sales by mailing early bird specials on off-season products, or double rewards points or discounts on specific purchases.

Partner with local companies and drive referral business by leaving offer cards or brochures their customers can take and use.

SPECIAL OFFER!
20% OFF PRINT*
 Expires December 1
 Call to order with code
PRINT17

*Applies to print pricing on 14pt. card stock products only. Other restrictions apply. Go to modernpostcard.com/offers for complete details.

MODERN'S 2017 SEASONAL Production Schedule



Make sure your campaigns stay on track and are delivered on time. Be a savvy holiday marketer by planning ahead and keeping the following deadlines handy. Dates listed are for flat cards on regular turnaround – additional time is needed for folded products, booklets and custom services.

If you'd like:	Order and submit materials by:	Using:
Your mailing to hit mailboxes the week of December 4	November 6	Standard Postage
Your mailing to hit mailboxes the week of December 4	November 15	First Class Postage
Your mailing to hit mailboxes prior to December 25	November 27	Standard Postage
Your mailing to hit mailboxes prior to December 25	December 4	First Class Postage

If you'd like:	Order and submit materials by:	Using:
Your cards to be shipped and delivered the week of December 4	November 17	Ground Shipping
Your cards to be shipped and delivered prior to December 25	December 8	Ground Shipping

If you need more time to put together your campaign, we have expedite options to help meet your deadlines and get your promotions out on time. Give us a call to discuss your marketing needs.