

All Postcards Are Not Created Equal

Daniel Pendley & Associates

If you have been in real estate (or any other service-oriented profession) any length of time, more than likely you tried a direct mail marketing campaign. Postcards are a relatively inexpensive way to reach a large market and are not time consuming like cold calling and door knocking. And sometimes they even work. But most times they do not. Obviously all postcards are not created equal. This begs the question, what separates a postcard that works from one that doesn't?

Most postcards sent out have the same basic message: *if you are thinking of buying or selling, think of me.* And of course this is accompanied by a litany of reasons or claims like "I'll worker harder" or "I'm #1", etc. But consumers do not buy comparatively or statistically. We make decisions emotionally and choose people we like, trust or feel connected to.

The very first thing an effective postcard does is get noticed. It must stand out from the crowd. A trained graphic artist should use the right combination of eye-catching colors, graphics and fonts to create a noticeable image. Your postcard does not have to look like a traditional real estate postcard. Your postcard is simply trying to make a human connection.

The second thing your postcard must do is convey to the recipient that you understand what they need.

That means the images and words must relate something meaningful or of value to the reader. It also means that an effective postcard sent to Dayton, Ohio will be very different from one sent to Beverly Hills, California. Here, once again a trained marketing specialist will use a combination of demographics and psychographics to know just the perfect message for that consumer.



The third thing an effective postcard must do is evoke an emotional response. The reader should be thinking, this is beautiful, or I want to show this to my friend, or this makes me feel good or best of all, I really like this person. Now when they turn over the postcard, they already like you. Mission accomplished.

Magically you are not just any real estate agent. You are a real estate agent that knows how to stand out from the crowd, one that knows how to market themselves effectively and one that knows how to connect with another human being. **You have become their**

real estate agent even before they need you.

The two biggest mistakes you can make in your postcard are trying to sell yourself too hard and requiring them to read too much.

There is an old saying in advertising: "If you have to say it, it probably isn't true." Making boastful or presumptuous claims has the opposite of the desired effect. It doesn't engender trust, foster likeability or create a connection.

The most reading anyone will do from bulk mail is about two sentences. (Just think of your own experience.) The postcard is not about education, it is about connection. This is why monthly newsletters are mostly ineffective. They are very informative but generally go unread (and make no human connection).

So when you search out a company to design your direct mail marketing campaign, ask to see some samples. Then see if you like *them*...not the postcards, the senders. Remember, the more you're like them, the more they like you.

To learn more about how Daniel Pendley & Associates can help you improve your real estate marketing, visit our web site at www.danielpendley.com or call us at (310) 370-6161.