



a **DELUXE™** company

Contact Information:

[www.nebs.ca](http://www.nebs.ca)

1 800 461 7572

---

## WHITE PAPER

---

# Make a Lasting Impression

---

The Holidays – A Once A Year Opportunity To Remind Your Customers How Much You Value Their Business And Friendship

---

## Ever Receive A Greeting Card You Didn't Open?

If you're like most people, you look forward to that time of year when cards and goodwill are exchanged. Greeting cards are one of the best direct mail vehicles a business can use to generate sales and increase their customer base.

### *Why?*

#### **1. High Open Rates**

Greeting cards have an open rate of over 90%. Compare this to email at 38% and generic direct mail vehicles at approximately 4%. Cards, particularly those with a true stamp and a hand-written address stand out from the piles of bills, postcards, self mailers and standard letters customers receive every day.

#### **2. Customer focused message**

Great designs combined with a personal message tells customers that your company cares enough to communicate in a more personalized format.

#### **3. Impact**

Holiday cards are read and re-read six times, and are kept for weeks, and often for years. Why? Because they are focused emotion, are truly personal. People LIKE receiving cards. Using cards that combine deep embossing, die cuts, lustrous foils, and unique designs can make an impression that says it all.

#### **4. Messaging**

Greeting cards, long used to enhance personal relationships, can also be highly effective tools for enhancing customer relationships, such as

- Prospecting (Acquisition)  
*Recognize potential high-value customers by introducing yourself*
- Cultivation  
*Welcome first-time buyers and encourage repeat business*
- Retention  
*Thank your valuable customers with targeted offers: i.e.: coupon card or greeting card with wallet calendar*
- Reactivation  
*Apologize or follow up with dissatisfied customers.*

As we enter this festive season, take advantage of all that holiday cheer by sending out personalized holiday greeting cards or calendars for the New Year.

## Greeting Cards...The Personal Touch Says A Lot!

- **OPEN HOUSE**

Many companies celebrate the holiday season by inviting customers to visit their business. Use greeting cards as the invitation.

- **BUSINESS MOVING**

Using a greeting card as a communication tool allows businesses to provide details of their new location plus a seasonal greeting.

- **DISCOUNT/PROMOTION**

Greeting cards can be used to announce a promotion, new service or specific discount. Some cards even have a detachable coupon that can be used to increase business during slower months.

- **SOLICITING NEW CUSTOMERS**

Most businesses today are trying to obtain new customers. Greeting cards are an inexpensive way to communicate their business and services (i.e. Real Estate and Insurance Brokers). Combine this with a discount or promotion to encourage prospects to try your products and services.

## Calendars...Cost Efficient Advertising 365 Days Of The Year!

- **HANDOUTS**

Calendars should be displayed prominently to encourage your customers (or potential customers) to take one! Try inserting them in each shopping bag. Have a brainstorming session with your employees on alternative ways to use calendars. You will be surprised at the types of ideas that will surface!

- **TRADESHOWS**

This is a great tool, plus it is functional! Many businesses attend tradeshow. This is a low cost product to give away to attendees, and is something they can actually use! For more information look for our White Paper "Tradeshow Marketing".

- **MAILINGS**

The ideas here are numerous. If your business sends invoices or statements, monthly/quarterly newsletters or a sales announcement, consider sending a label or wallet calendar along with the mailing, for just pennies more!

Finally, hand-write where possible to give a personal touch to your greeting. Nothing says it better than a truly personalized greeting. Happy Holidays!