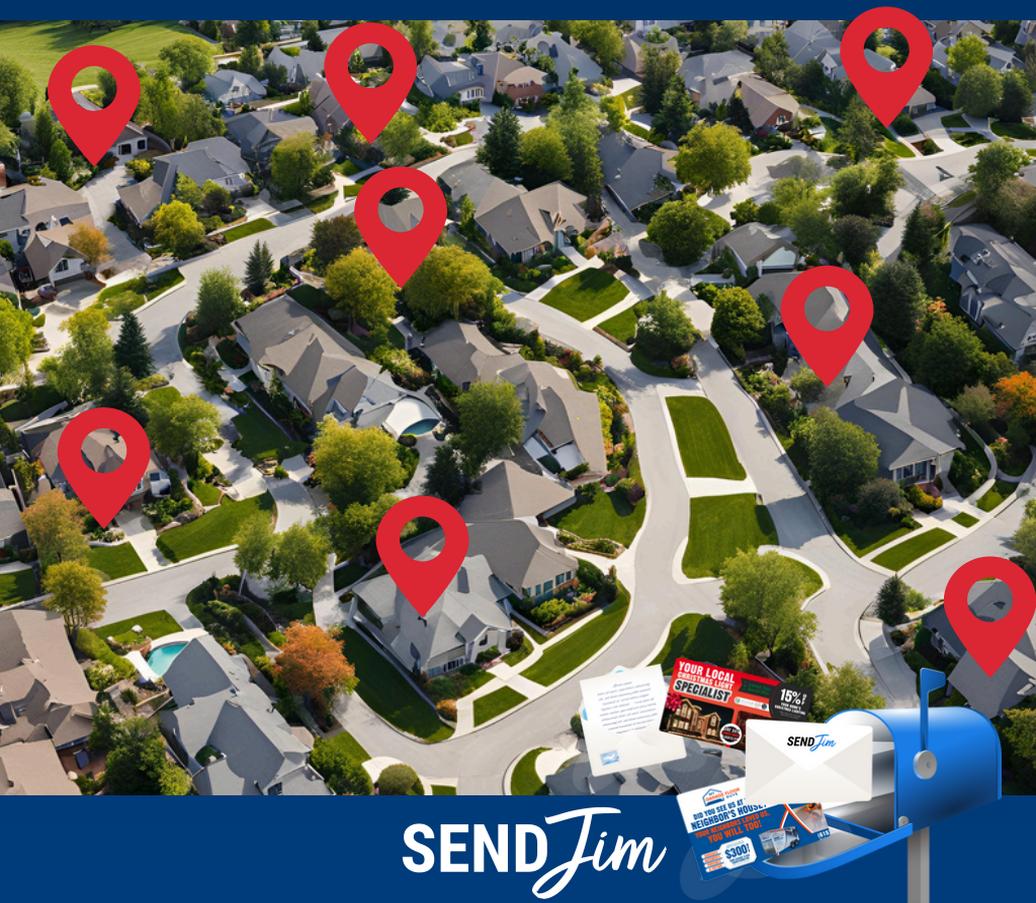


POSTCARD PROFIT PLAYBOOK

FOR LOCAL BUSINESSES

**NEIGHBORHOOD DOMINATION
WITH DIRECT MAIL**



SEND Jim

HEY THERE!

It's Time to Dominate!

Most businesses are busy chasing clicks. You're about to do something smarter.

With **90% of recipients** reading or scanning direct mail and an **average 6x ROI**, hyper-targeted postcards aren't just old-school - they're outrageously effective.

This playbook is your key to unlocking that potential.

Inside, you'll find proven strategies to make your postcards irresistible - plus full customer journeys that turn a quick glance into lasting loyalty.

So grab your coffee, and let's dive in.

Let's turn mailboxes into customer-converting machines!

- YOUR FRIENDS AT SENDJIM

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SECTION 1

When Should I Mail My Existing Customers to Increase Revenue?

One of the biggest mistakes businesses make is focusing all their marketing efforts on acquiring new customers while **neglecting the goldmine they already have** - their existing customers.

Your current customers are **your most valuable asset**, and when it comes to driving revenue, they offer the **highest return on investment**.

In this section, we'll explore exactly when and how to mail your existing customers to **maximize engagement, increase repeat business, and boost revenue**. Don't let this untapped opportunity slip by—your existing customers are eager to hear from you!



Companies who interact
with customers
across multiple different
channels have a

30%

higher lifetime value from
customers.

(Study by [CxNetwork](#))

DIRECT MAIL IDEAL TOUCH POINTS IN YOUR EXISTING CUSTOMER JOURNEY



1 - Quote Given

Send a handwritten card immediately after you give a quote to help **increase your close rate by 10%!**

"We appreciate the opportunity to give you a quote on your project. Please know by choosing our business you are supporting a locally owned business that gives back to the community."



2 - Job finished

Send a gift or handwritten note thanking them to **increase your 5 star reviews!**

"Thank you for trusting us! If you have any questions, feel free to reach out anytime. Your feedback means a lot to us - please take a moment to leave us a review and share your experience."



3 - Referral Given

Send brownies when someone gives you a referral to thank them and **encourage more referrals!**

"Thanks for the referral. A small business like ours lives off referrals and it means the world to us."



4 - Repeat or Additional Services

Send a postcard to all customers from the previous year to get them **rebooked or booked for a different service!**

"Scan here/text this number to schedule now."



5 - Open Quotes

Send a postcard or do a voicemail drop to all customers with an open quote to help remind them about your company & **close them!**

"If you book by this time, we'll give you a \$200 discount."



6 - Apology Gift

Turn a 1 star review into a **5 star review** when you make a mistake.

"Please accept this small token of our appreciation as we work to make things right. Your feedback helps us improve, and we're grateful for the opportunity to earn your trust again."

How Can I Capture New Customers with Direct Mail?

Direct mail is one of the most powerful tools for hyper-targeting the **exact neighborhoods you want to dominate**. It allows you to focus on specific areas that align with your **ideal customer base**, creating a personalized and tangible connection.

But **here's the secret**: It's not about blasting as many homes as possible. The real magic happens with multiple touches. Instead of mailing 10,000 homes once, you'll see far greater success by sending 5 postcards to the same 2,000 homes over time.

In this section, we'll go through ideas on how to find new customers with direct mail in your ideal neighborhoods and **nurture them into action**.

Up to

90%

of direct mail gets opened
compared to only 23% for emails.

*(Study by Data & Marketing
Association)*

DIRECT MAIL IDEAS TO GET NEW CUSTOMERS



1 - Neighbor Mailings

WHAT IS IT:

Send postcards to your customers' neighbors every time you complete or a job or before you arrive on site. 100% automatic!

BENEFITS:

- Targets your ideal customer - the neighbors of your customer is more like your ideal customer than anyone else in the city.
- Amplifies the effectiveness of other lead acquisition strategies (such as yard signs, marked truck, door hangers, etc).
- Increases route density and reduces travel time.

WHEN TO USE IT:

1. Right after a job is won - start sending a sequence of 2-5 postcards to the nearest 3-25 neighbors.
 2. Pull a list of all the people you served last year and send postcards to the nearest 3-25 neighbors.
-



2 - Radius Bomb

WHAT IS IT:

Hyper-target only the customers you want in your ideal neighborhoods, using 20+ property & demographic filters.

BENEFITS:

Generates brand awareness and allows you to only spend your marketing on the income levels, property values, and types of homes you specifically want to target.

WHEN TO USE IT:

When you want to get more customers in a particular neighborhood but want to filter out specific types of occupants or properties (ie send only to single family residence, owner occupied, and income level \$100k+).

DIRECT MAIL IDEAS TO GET NEW CUSTOMERS



3 - Every Door Direct Mail (EDDM)

WHAT IS IT:

EDDM is when you choose a delivery route where one of your postcards is delivered to every property on that route.

BENEFITS:

EDDM offers incredible discounts, with postage rates lower than First Class and Standard Mail.

WHEN TO USE IT:

EDDM is ideal when you're looking to reach every household or business along a specific mail route without the need for specific customer data or filters.

Use EDDM when you want to blanket an entire area with your marketing, especially in neighborhoods where you haven't yet established a presence. It's perfect for targeting broader, less specific audiences at a lower cost, such as during seasonal promotions or when you want to build widespread awareness in a community.

Remember: Repetition is Key!

No matter which direct mail strategy you choose - whether it's EDDM, neighbor mailings, or a radius bomb - the true secret to success is consistency. Studies show that it can take multiple exposures to your brand before a potential customer is ready to act. That's why mailing just once isn't enough. Repeated touches build familiarity and trust, and the more times a prospect sees your name, the more likely they are to turn into a customer.

So, remember, the power of direct mail doesn't just come from reaching new people - it comes from showing up again and again.

What Does an Effective Postcard Look Like?

Not all postcards are created equal. The design of your postcard plays a massive role in whether it gets **noticed, read, and acted upon**.

Visuals are the first thing customers notice when they receive a postcard, and **90% of the information processed by the brain is visual**.

Great design isn't just about making things look pretty; it's about guiding the reader's eye and creating a clear path to action. From color psychology to layout choices, small design tweaks can dramatically improve engagement.

In this section, we'll break down the essential elements of an effective postcard so you can capture attention of your customers and drive results.



*Postcards with strong
visuals lead to a*

70%

*higher recall rate
compared to text-heavy
mailers.*

(Study by Canada Post)

THE ANATOMY OF A *perfect* POSTCARD

a witty or creative saying
that will catch the eye and
attention of the viewer

tagline

images related to the services your
company provides - before & afters
are especially effective

imagery

SAFE ROOF CLEANING
THAT WILL MAKE YOUR HOUSE
SPARKLE
AGAIN!

HIGHEST RATED COMPANY
IN ORLANDO WITH OVER
500 5 STAR REVIEWS!

WE ALSO OFFER:
HOUSE WASHING & PAVER SEALING



(407) 439-0670
www.trtcleans.com

SEE THE BACK FOR SAVINGS!



logo

allows the customer to
see who the card is from

phone #

fast & easy contact method
for interested customers

THE ANATOMY OF A *perfect* POSTCARD

tells customers what to do next if they want to take advantage of your offer

call to action

over 80% of customers read reviews before making a purchase from a local business!

social proof

point your phone camera HERE! include a link to your website, quote form, etc.

QR Code



website

allowing the customers to learn more information about your company and services

additional services

showcase more than just the service highlighted

offer

most important part of your card! gives people a reason to call you and creates a sense of urgency

Sample Postcard Designs

Roofing

**WE JUST FINISHED WORK
FOR YOUR NEIGHBOR!**



SCAN OR CODE FOR
**YOUR INSTANT
ROOF
QUOTE**

OMEGA EXTERIORS
651.998.8500

ROOFING - SIDING - GUTTERS - WINDOWS



Google 4.8 Rating

**"THE LAST EXTERIOR COMPANY
YOU WILL EVER NEED."**

★★★★★

The whole process was seamless, and we didn't have to lift a finger!
Our roof looks beautiful. **We appreciate you Omega!** - Sarah M.

SCAN HERE!

651.998.8500
www.Omega-Exteriors.com

ACCREDITED BUSINESS

OMEGA EXTERIORS
ROOFING • GUTTERS • SIDING

123 Company Name
1235 Address Line 1
City, State Zip Code

Jane Doe
1234 Address
Line 1
City, State Zip Code.

SAMPLE

Sample Postcard Designs

HVAC



WE JUST FIXED YOUR NEIGHBOR'S HVAC UNIT



AC MAN
HEATING AND AIR CONDITIONING
(910) 304-5722

SHOW THIS CARD FOR
\$40 OFF
YOUR SERVICE
(Offer valid for first time customers only.)

OVER 400 Google Customer Reviews

(910) 304-5722
FayettevilleHVAC.com

VETERAN OWNED

YOUR COMMUNITY LOVES OUR HVAC SERVICES

★★★★★

I cannot say enough good things about this company. I have used AC Man for over 10 years, and they have always provided excellent service. Mr. Johnson (Michael) has always been very knowledgeable about heating and air also honest about your repairs. If you need the best heating and air service AC is your man.

- Barbara T.

★★★★★

AC Man is extremely professional, on time, and their quality is outstanding. I would highly recommend this company to anyone who is interested in either having their AC system repaired, or replaced.

- Edward L.



OVER 400 Google Customer Reviews



AC MAN
HEATING AND AIR CONDITIONING
(910) 304-5722

POINT PHONE  CAMERA HERE

(910) 304-5722
FayettevilleHVAC.com

VETERAN OWNED

Sample Postcard Designs

Landscaping

LOCAL, PROFESSIONAL 

LAWN CARE

Call Today!

(610) 454-7054
www.BTSLawnCare.com

BT'S LAWN CARE LLC

LIMITED TIME OFFER:

10% OFF ANY SERVICE

(New Customers Only.)

★★★★★

Fair price and they did an excellent job. I could not be more pleased. I would not hesitate to call BT's Lawn care for all your lawns needs.

- Linda A.

 **(610) 454-7054**
www.BTSLawnCare.com

- ✓ Weekly Mowing
- ✓ Mulching
- ✓ Planting
- ✓ Aerating
- ✓ Over Seeding
- ✓ Clean Ups
- ✓ Trimming
- ✓ Snow Removal



Sample Postcard Designs

Window Cleaning

**PARDON THE GLARE...
WE JUST CLEANED YOUR NEIGHBOR'S HOUSE!**

**SHOW THIS CARD FOR
\$50 OFF
ANY SERVICE**
(Minimum Service Fee is \$250. Offers cannot be combined.)

Shine On
WINDOW AND EXTERIOR CLEANING LLC

www.ShineOnVA.com
(703) 895-1304

...AND WE THINK YOU'D LOVE OUR SERVICES TOO

Shine On
WINDOW AND EXTERIOR CLEANING LLC

www.ShineOnVA.com
(703) 895-1304

“★★★★★”
My windows sparkle! Shine On did a great job on my windows, inside and out. So glad I called them!
- **DEBBIE E.**

“★★★★★”
An excellent job not only on the windows but on porch, sidewalk and side of house. Windows look so clean that it doesn't even look like glass there.
- **JEANIE J.**

“★★★★★”
I couldn't be more pleased with the services provided by Shine On. Everything was cleaned to perfection - my windows look new.
- **LANCE B.**

WE WASH

- HOUSES
- WINDOWS
- ROOFS
- GUTTERS
- SCREEN REPAIRS
- & MORE!

123 Company Name
1234 Address Line 1
Franklin, TN 37064

First-Class
U.S. Postage
PAID
Frank, MI
Permit No.512

Jane Doe
1234 Address
Line 1
Franklin, TN 37064

Sample Postcard Designs

Holiday Lighting

**THIS YEAR YOU CAN
SKIP THE
LADDER**

**...WE INSTALL
CHRISTMAS LIGHTS!**



(865) 296-9680
www.MooreThanLights.com



**SPECIAL
OFFER**

**CUSTOMER
EXPERIENCE IS
OUR #1 PRIORITY**

- Custom Design & Installations
- Free Warranty Service
- Light Takedown & Storage
- Family Owned & Operated



(865) 296-9680
www.MooreThanLights.com

★★★★★

Moore's has been so great to work with! They are very professional and did an amazing job putting up and taking down our Christmas lights. Can't wait to use them again next year! Definitely recommend!

- Amy B.

★★★★★

Wow! By far one of the most responsive company's I've ever worked with. Everything was on time and as promised with amazing follow up! Will use again for Christmas lights and will use for pressure washing moving forward.

- Robin T.

★★★★★

This is one of the most professional small companies I've ever worked with. They did a great job on cleaning my house and also installing Christmas lights. They showed on time everytime they were scheduled.

- Stephanie R.



SHOW THIS CARD FOR

**10%
OFF**

(Offer expires 10/31/2022. New clients only. Restrictions may apply.)

123 Company Name
1234 Address Line 1
Franklin, TN 37064

Jane Doe
1234 Address
Line 3
Franklin, TN 37064

First Class
U.S. Postage
PAID
Franklin, TN
Permit No. 312

Sample Postcard Designs

Exterior Cleaning

**YOUR NEIGHBOR LOVED US
... WE THINK YOU WOULD TOO!**

SOFT HOUSE WASH



BEFORE AFTER

SOFT ROOF WASH



BEFORE AFTER

Google 142 Google Customer Reviews



20% OFF

WHEN COMBINING 4 OR MORE SERVICES

(Offer expires 14 days after delivery.)

COUPON CODE: Soft Wash

LIMITED TIME OFFER!

(757) 271-6677
www.TidewaterPP.com



AS A FAMILY-OWNED BUSINESS
**WE ♥ WASHING HOMES
IN OUR COMMUNITY**



Great and fast service. Amazing customer service. Punctual and very hard working. Did an amazing job on my house and gutters. Definitely recommend them.

- WILL K.



I cannot say enough about Tidewater PP. They were knowledgeable, respectful, and professional. Prices were competitive. The team did an excellent job.

- CHANDA B.

WE PROTECT YOUR PLANTS, TOO!



(757) 271-6677

www.TidewaterPP.com

What are Some Headline Ideas to Hook Customers to Engage?

Crafting the perfect headline is essential to **grabbing attention** on a postcard.

In fact, 80% of readers never make it past the headline, which means your **first impression is everything**.

The right headline taps into customer emotions, **creates urgency**, and offers a **clear benefit**.

Whether it's evoking FOMO (fear of missing out) or highlighting a problem and a solution, your headline needs to **hook readers instantly**.



*Ads with emotional appeal
tend to perform*

2x

*as well as ads focused on
logic or facts.*

(Study by Nielsen)

Postcard Headlines to Hook Customers!



Convenience & Ease

Trigger Point: Appeals to the desire for simplicity and less hassle, focusing on how easy it will be for the customer.

- “Why DIY when you can WIH (Watch It Happen)?”
- “We Handle the Dirty Work So You Don’t Have To”
- “Your Home, Beautifully Maintained. No Effort Required.”
- “Life’s Busy - Let Us Take This Off Your Plate”
- “Skip the Ladder This Year.”

Time-Saving

Trigger Point: Focuses on saving the customer time so they can enjoy their free time without worrying about maintaining their home.

- “Need a “Rot” Weekend? We Got You.”
- “Spend Your Weekend with People - Not a Pressure Washer.”
- “Your Time is Valuable. Stop Wasting it on Weeds.”
- “Because ‘Free Time’ Shouldn’t Mean Cleaning.”
- “Stop Sacrificing Saturdays to Your To-Do List.”

Exclusivity & FOMO (Fear of Missing Out)

Trigger Point: Creates urgency and a fear of missing out on having the best-looking home.

- “Be the House Everyone Talks About this Year”
- “Your Neighbor Already Called. Just Saying.”
- “Limited Spots. Unlimited Envy.”
- “You Deserve a Home That Feels Like a Showpiece”

Postcard Headlines to Hook Customers!



Trust & Reliability

Trigger Point: Focuses on building trust and emphasizing that the customer can rely on your professional service.

- “Trusted by Families All Over [City]”
- “Relax, We’ve Got Your Bathrooms Covered”
- “Homeowners love us. So do their lawns.”
- “We’ve Been Burned by Bad Service too. Never Again.”

Humor & Playfulness

Trigger Point: Uses humor and lightheartedness to appeal to customers who appreciate a more casual tone.

- “Hire Us Before Your Spouse Volunteers You Again.”
- “Gutter Cleaning + Ladders = Not Your Problem Anymore”
- “You’ve Got Better Things to Do Than Hang Lights – Like Anything Else”
- “Trimming Trees Is Hard. Watching Us Do It? Easy”

Tradition & Sentimentality

Trigger Point: Appeals to customers’ sense of tradition and nostalgia, evoking trust.

- “We Treat Your Home Like It’s Part of the Family.”
- “Spend Your Time Making Memories, Not Maintenance Lists.”
- “Let Us Help You Love Where You Live”
- “Keeping Your Home Beautiful for the Moments That Matter”

Real Results from Local Businesses Using Direct Mail

RADIUS BOMB CASE STUDY

THROUGH
SENDJim



Barr Residential
Roofing Service

Cards Sent 905

Total Cost \$768

Leads 14 Cost Per Lead \$55

Opportunity
Value:

\$245,000

- 6x11" Large Postcard size
- Postcard sent to each address 1 time



VIEW MORE INFO AND SIGN UP AT
SENDJIM.COM

Real Results from Local Businesses Using Direct Mail

NEIGHBOR MAILING CASE STUDY



Pennsylvania Tree
Service

Cards Mailed

8,241

Total Cost

\$5,851

Leads
Cost Per Lead

29

\$202

Customers
Cost Per Customer

19

\$308

Revenue
Generated

\$40,480

ROI
7x

 Postcard images below are
not of actual Case Study card

 Each address was mailed 2
cards on average



VIEW MORE INFO AND SIGN UP AT
SENDJIM.COM

Real Results from Local Businesses Using Direct Mail

RADIUS BOMB CASE STUDY

THROUGH
SENDJim



Georgia Fence
Installation Company

Revenue
Generated

Cards Mailed 7,282

\$41,906

Total Cost \$6,230

Leads 71
Cost Per Lead \$88

Customers 8
Cost Per Customer \$779

ROI
7X

 Postcard images below are
not of actual Case Study card



VIEW MORE INFO AND SIGN UP AT

SENDJIM.COM

Real Results from Local Businesses Using Direct Mail

EDDM CASE STUDY

Every Door Direct Mail

THROUGH

SEND Jim



Painting Company Tampa, Florida

Immediate
Revenue
Generated

Cards Mailed 41,244

\$178,557

Total Cost \$21,400

ROI

Profit \$80,000

8X



 Above are sample designs, and not the case study's postcard design

VIEW MORE INFO AND SIGN UP AT
SENDJIM.COM

Real Results from Local Businesses Using Direct Mail

Handwritten **CARD** **CASE STUDY**

THROUGH
SENDJim



Garage Floor Coating
Franklin, TN

Revenue
Generated

Card Sent To Every Quote Over \$3000

\$10,000

Total Cost \$240/mo

ROI

Conversion Rate ↑10%

41X



- 📍 Delivered within a handwritten envelope
- 📍 Postcard sent to each address 1 time

Hi Jerry,

Thank you for allowing us to quote your project. Please know that sending our team's suggestions is not an obligation and our team is always here to help you with any questions or concerns. If you do decide to move forward please let us know.

We look forward to working with you!
815-451-1920

VIEW MORE INFO AND SIGN UP AT

SENDJIM.COM

Ready to Take Your Direct Mail Strategy to the Next Level?



Whether you're looking to **boost revenue** from existing customers or **capture new customers**, SendJim can help you put these strategies into action.

Click below to schedule a demo,
and our team will guide you through
optimizing your direct mail campaigns
for success!

[Book a Demo](#)

