

FOR IMMEDIATE RELEASE

MODERN POSTCARD® TO KICK-OFF 2016 FOR LOCAL BUSINESSES BY PRESENTING FREE DIRECT MAIL CRASH COURSE SEMINARS ACROSS THE UNITED STATES

One powerful, 4-hour workshop offered across the country to help professionals learn smart direct marketing tactics that increase response rates and sales.

CARLSBAD, Calif. (January 27, 2016) – Modern Postcard®, leader in direct mail and quality promotional printing for over 20 years, will offer several expert-led Direct Mail Crash Course (DMCC) workshops in 2016, starting in California and ending in New York. The Company encourages marketers, executives and owners from small to large businesses to [register and attend](#) its renowned educational seminar. It's completely free and attendees will leave with a complimentary \$250 print voucher to jumpstart their future direct mail campaigns.

2016 DMCC SCHEDULE

- February 24 – Long Beach, California
- March 23 – Carlsbad, California
- April – Phoenix, Arizona
- May – Chicago, Illinois
- June – Carlsbad, California
- July – Washington, DC
- July – New York City

How to attend: please visit modernpostcard.com/seminar two months prior to each event for specific dates, locations and to officially reserve your seat.

In today's business climate, ineffective marketing can cost companies thousands of dollars and even shut down business altogether. The DMCC workshop will not only cover direct marketing, but how to successfully integrate highly-targeted direct mail with digital marketing such as online, social, email and mobile. With 4 hours of valuable knowledge sharing, including real case studies, guests will take home the industry's best kept secrets to launch powerhouse direct mail campaigns that get new customers, keep loyal followers and increase sales.

"It is really great to be hosting the Direct Mail Crash Courses across the country again," said Keith Goodman, Vice President of Corporate Solutions for Modern Postcard. "Last time, we had an excellent turnout from a wide variety of marketers that added to the experience for everyone involved. By providing not only the fundamentals of direct mail, but advanced topics such as integrating direct mail with digital media, we have created a session that appeals to almost any marketer currently using or planning to use direct mail as part of their marketing mix."

The first DMCC of 2016 will be held on Wednesday, February 24 in Long Beach, California at the Renaissance Long Beach Hotel from 9:30am-2:30pm. The next event will take place at the Modern Postcard Headquarters in Carlsbad, California on Wednesday, March 23, with check-in and registration from 9:30-10:00am. All workshops include free registration, breakfast and lunch, plus a printing voucher worth \$250. The Company wants to provide a complimentary and beneficial opportunity for professionals to learn new and proven strategies for capturing better

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leads and driving increased revenues. See the schedule of events above for more dates and locations across the US.

“One of the things I love about presenting in NYC is the diversity of businesses. We’ve had attendees from local restaurants and retailers to international entertainment companies, ad agencies and financial institutions. In addition to the content of the seminar, the attendees’ input and participation left everyone with valuable, real world stories to learn from,” Goodman said.

Visit modernpostcard.com/seminar for more details, a complete schedule and to register online for free. Or, interested attendees may also call 800.406.1705 for more information. Seating is limited, so those interested are encouraged to reserve their seats as soon as possible.

Renowned presenter and thought leader, Keith Goodman, is a 20-year direct marketing veteran who has helped companies such as Calvin Klein, Fresh Direct, Ancestry, Hughes and Amway increase their direct mail profitability and achieve greater return on investment for their marketing spend.

The interactive DMCC workshops feature real client examples and will include topics that cover:

- **Direct Mail Unleashed** – why and how to use direct mail to turn expectations into revenue; plus copy, graphics, testing and tracking
- **Understanding List and Data Opportunities** – how to improve prospect targeting and where to find millions more; plus, powerful profiling from your existing customer base
- **Improving Mail Delivery and Reducing Postage Costs** – mail at the lowest possible rates to improve ROI with secret strategies for cutting costs and enhancing delivery on every mailing

About Modern Postcard

Located in Carlsbad, California, Modern Postcard works directly with businesses of all types to help them acquire and retain customers with direct mail, print promotions, data services, email, web, mobile and other proven direct marketing solutions. All creative, design, production, printing, mailing and shipping is managed in-house from the company’s state-of-the-art, 75,000 square foot facility. For more information, please call 800.959.8365 or visit modernpostcard.com.

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