

-THE-
*Peak
Buying
Season*
IS HERE!

PRINT
SAVINGS
INSIDE

GET PREPARED WITH MODERN'S
2018 HOLIDAY MARKETING GUIDE

modern®
postcard

The holiday spending season looks bright.



Will your business freeze or take action?

The massive push to drive revenue and finish strong is rapidly approaching. Partner with Modern to help you make the most of the busy buying season with promotions that bring in more customers and sales.

STRATEGY

We'll set you up with the right products and the best mailing lists for your project.

DESIGN

Our team will turn your ideas into an eye-catching promotion – ask us about design services.

LAUNCH

We'll find the fastest, most cost-effective way to deliver your promotions to customers and prospects.

RESULTS

Estimate your campaign profits with our free ROI calculator. We'll walk you through it.

**KEEP
SCROLLING**
for holiday
print savings!



Call today to get your holiday promotions started!
800.959.8365 | modernpostcard.com

Booklets & SEASONAL CATALOGS

Professionally showcase your products and services.

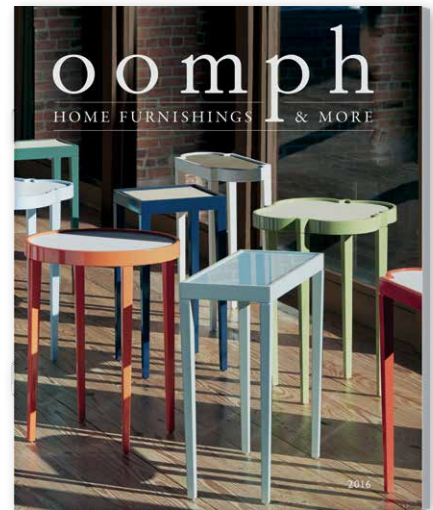
Booklets are the best option when you have a ton of information to communicate in a single marketing piece. Choose from a variety of formats to create anything from seasonal product catalogs and magazines, to art portfolios, event guides and more.

- Sizes that mail at letter rate for big postage savings
- Binding options including saddle stitch, perfect bound and coil
- 100lb Premium Text paper with gloss or matte finish

Quick Facts

Mailed catalogs have a huge influence on generating online sales, according to research by the USPS®. Catalog recipients purchased 28% more items and spent 28% more money than their non-catalog counterparts.

The study also noted a revenue lift of 163% for websites supported by catalogs as opposed to those that were not.



**10%
OFF**

Booklet Printing*

Use offer code:
YETI10BK

- Mail seasonal catalogs to your best customers and prospects
- Create a calendar that keeps your business top of mind 365 days a year
- Self-promote with a portfolio lookbook showcasing your best work

Discount applies to booklet and calendar printing only.

Call today to get your holiday promotions started!

800.959.8365 | modernpostcard.com

*Other restrictions apply. Go to modernpostcard.com/offers for complete details. Offer expires 11/30/18.

Direct Mail & PRINT MARKETING

Ensure your message is delivered and read.

Studies show that 80-90% of direct mail gets opened while only 20-30% of email gets opened on a good day. Get in front of big spenders during the heavy buying season with response-driving mailers delivered into the hands of customers and new prospects most likely to do business with you. Modern can help you build a list targeting your market audience and pick the right print formats for your advertising needs.

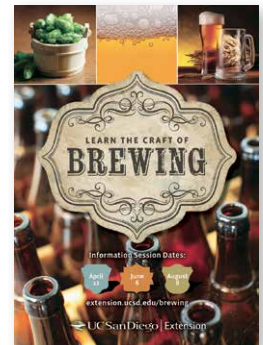
Quick Facts

40% of consumers try new businesses after receiving direct mail.

The response rate for direct mail to an existing customer averages 3.4%, compared to 0.12% for email – that's over 20x higher response.

Direct mail outperforms all digital marketing tactics by 700%.

Source: The Data & Marketing Association



25% OFF
Print & Direct Mail*
Use offer code:
YETI25PLM

- Mail special offers, announce new products and events
- Thank customers with a custom holiday greeting card
- Drive new business with a targeted consumer list

Discount applies to printing, mailing and list services.

Call today to get your holiday promotions started!
800.959.8365 | modernpostcard.com

*Other restrictions apply. Go to modernpostcard.com/offers for complete details. Offer expires 11/30/18.

PRINT MARKETING Boosts Sales

For all the hype surrounding digital ads and marketing strategies, direct mail is still leading the charge in actual dollars. Consider this: every \$167 dollars spent on direct mail returns \$2,095 in goods sold. When was the last time your digital ad campaign drove 1300% ROI? Don't miss the opportunity to generate more revenue from prospects and customers this holiday season. Take advantage of the included special offers to help you save big on your end-of-year marketing promotions.

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.

Send customers a holiday greeting that will not only thank them for their business, but keep you top of mind into the new year.

Call today to get your holiday promotions started!
800.959.8365 | modernpostcard.com

Timing is everything

Key holiday dates to help boost orders and sales

Promote Holidays of Thankfulness by Giving Back

World Kindness Day (Nov. 13), Thanksgiving (Nov. 22) and National Day of Giving (Nov. 27) can inspire special promotions that either donate a percentage of sales to a meaningful cause, or pay it forward to your customers with freebies or generous savings on select products and services. Studies show that millennials care more about purchasing from companies that give back, so try a BOGO offer (buy-one, give-one) that can both benefit a local charity and your bottom line.

Keep Up with Competitors during the Season of Spending

Don't forget to leverage your marketing promotions around major consumer shopping days such as Black Friday (Nov. 23), Small Business Saturday (Nov. 24), Cyber Monday (Nov. 26), Super Saturday (Dec. 22) and for those last-minute shoppers, Christmas Eve (Dec. 24).

Prepare for New Year Shopping Sprees

After the holidays, many consumers have received cash and gift cards as presents – and they are anxious to redeem them! Mailed catalogs are a smart choice to increase Q1 sales for stores and online retailers. Create a New Year look book with pictures of your freshly launched or bestselling items, and then mail them out in early 2019. Booklets come in all shapes and sizes depending on your budget, but their selling impact is mighty regardless of size.

Modern's 2018 seasonal production schedule

Make sure your campaigns are delivered on time by 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 mailer to hit mailboxes the first week of December	November 1	Standard Postage
Your mailer to hit mailboxes the first week of December	November 16	First Class Postage
Your mailer to hit mailboxes prior to December 25	November 21	Standard Postage
Your mailer 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 first week of December	November 16	Ground Shipping
Your cards to be shipped and delivered prior to December 25	December 4	Ground Shipping

Dates are calculated based off UPS Ground – 5 day transit time

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.



Call today to get your holiday promotions started!

800.959.8365 | modernpostcard.com



Call today to get your holiday promotions started!
800.959.8365 | modernpostcard.com