



**SPECIAL  
SAVINGS  
INSIDE**

— 2019 —

# HOLIDAY MARKETING GUIDE

*Drive more sales and end the year strong!*

**modern**<sup>®</sup>  
postcard

# Gift your business with NEW CUSTOMERS AND HIGHER SALES

The season of spending is just around the corner, so don't miss the chance to promote your products and services to customers and prospects with the power of effective print and direct mail. Inside this guide, you'll find a mix of Modern's direct marketing products and solutions that are proven to maximize response rates and sales.

Unwrap tips and

**BIG  
SAVINGS**

Keep reading for details.

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## TIP

Ask us about mailing lists that target consumers by their unique shopping habits, such as Amazon Prime customers, internet buyers, in-store shoppers and many more!



# PRINT + MAIL = MORE SALES

Get in front of big spenders and maximize sales with promotional mailers delivered directly to your customers and prospects. Advertise your holiday events, service specials, online-only deals and more with high-impact handouts that grab attention and results. Or send your very best wishes to clients and leads with a custom holiday greeting card. From straightforward to creatively personalized, we have all of your seasonal marketing needs covered.

- Flat, folded and custom product formats to best fit your marketing message and imagery
- Consumer lists – reach millions of individuals targeted by age, income, lifestyle and more
- Business lists – target by size, sales volume, location and nearly any industry
- In-house graphic artists to help you create a professional-looking promotion
- On site mailing experts to secure the lowest possible postage rates for your mailings



## TIP

With an average 600% higher response rate over all digital marketing tactics, direct mail is the gift that keeps on giving!

## Special Offer

**30%**  
OFF PRINT

mailed orders  
with a list purchase\*

**25%**  
OFF PRINT

mailed orders\*

**20%**  
OFF PRINT

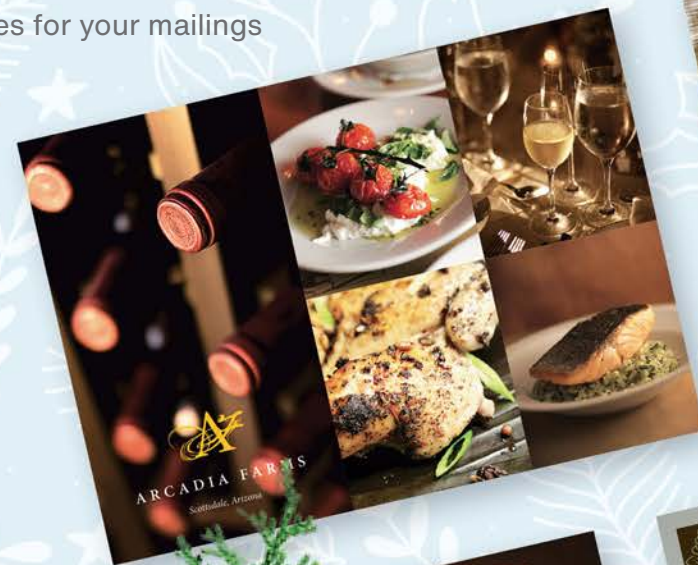
shipped orders\*

Ends December 10

Call to order with offer code: **DMPRINT19**

**800.959.8365 | [modernpostcard.com](http://modernpostcard.com)**

\*Applies to print pricing on 14pt premium card stock products only. Other restrictions apply. Go to [modernpostcard.com/offers](http://modernpostcard.com/offers) for complete details. Expires 12/10/19.



# BOOKLETS

Booklets are proven to be an essential marketing tool that drives awareness, interest and new business. With ample space to organize a ton of information and images, booklets are the go-to format to reinforce your brand, showcase seasonal products, promote events, services and more.

# WALL CALENDARS

Featuring multiple pages for vivid images, marketing messages and more, calendars are the surefire way to keep your business top of mind throughout 2020. Mail them to customers and prospects as a holiday gift, use them for fundraising, or sell them during exhibits and special events.

*Special Offer*

# 10% OFF

Booklet & Wall Calendar Printing\*

*Ends December 10*

Call to order with offer code: **BOOKCAL19**

**800.959.8365 | [modernpostcard.com](http://modernpostcard.com)**

\*Applies to print pricing on booklets and wall calendars only. Other restrictions apply. Go to [modernpostcard.com/offers](http://modernpostcard.com/offers) for complete details. Expires 12/10/19.

## TIP

A USPS® study reported that mailed catalogs have a huge influence on generating online sales. Websites supported by catalogs had a revenue lift of 163% compared to websites that were not.





# 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.



# YOUR GOLDEN OPPORTUNITY

*Leverage key dates to increase orders and sales*

## **PROMOTE HOLIDAYS OF THANKFULNESS BY GIVING BACK**

With World Kindness Day (Nov. 13), Thanksgiving (Nov. 28) and Giving Tuesday (Dec. 3), there are plenty of reasons to run special promotions that either donate a percentage of sales to a cause that's meaningful to your business, 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. 29), Small Business Saturday (Nov. 30), Cyber Monday (Dec. 2), Super Saturday (Dec. 21) 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 2020. Booklets come in all shapes and sizes depending on your budget, but their selling impact is mighty regardless of size.



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# MODERN'S 2019 SEASONAL PRODUCTION SCHEDULE

## Mailed Orders

FOR MAILERS TO START LANDING:	ORDER AND SUBMIT MATERIALS BY:	USING:
The first week of December	November 5	Standard Postage
The first week of December	November 14	First Class Postage
Prior to December 25	November 22	Standard Postage
Prior to December 25	December 9	First Class Postage

## Shipped Orders

FOR ORDERS DELIVERED	ORDER AND SUBMIT MATERIALS BY:	USING:
The first week of December	November 19	Ground Shipping*
Prior to December 25	December 5	Ground Shipping*

If you need turnaround times for folded cards, booklets and custom products, or need more time to put together your marketing campaigns, we have options to help you get your promotions out on time. Call for details and pricing.

\*Shipped order by dates are calculated using the UPS® Ground 5-day transit time.

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Don't delay!

Take advantage of your exclusive print savings  
and get your marketing campaigns started now.

Call **800.959.8365** to get in touch  
with a Direct Marketing Specialist  
or go to: **[modernpostcard.com](http://modernpostcard.com)**