

Top 5 Postcards

Every Home Improvement Pro
Should Be Sending



Your postcard design can make
or break your results. Choose one
of these proven options to grab
attention and boost performance.

The Critical Mistake Businesses Make When Mailing Postcards

It's completely appropriate for business owners like you to send postcards that directly solicit business. However, if that's the only type you're sending—or even the majority—you're missing out on the full potential of your campaigns.

Beyond attracting new leads, your postcards should also build brand awareness and position your business as the most trusted choice in your community.

The most effective postcards do this by following the three E's: they educate, entertain, and endear.



The 3 E's of Content



In addition to postcards that build your credibility and directly promote your services, your campaigns should also include a mix that reflects the three E's.

Educational content teaches your audience about subjects relevant to what you offer and other interests they find valuable. This type of content works well to portray your business as an authority and, in turn, build trust.



Entertaining content captures the interest of your prospects by providing amusing, engaging, and enjoyable content. To hit the mark in this category, consider your dream customers and tailor your topics to common threads that resonate with their lives, such as delicious recipes, travel adventures, animal friends, family fun, or must-see local spots.



Endearing content is especially effective when it reflects the values your audience generally holds dear, including family, kindness, generosity, and compassion. Such postcards demonstrate that you aren't just another company focused solely on the next transaction but a caring business with a larger purpose.

Here at ReminderMedia, we advise our clients to plan campaigns that include **20% business-oriented postcards** and **80% educational, entertaining, and endearing ones.**

The five categories on the next few page illustrate an effective marketing mix for any home service-related business—one that builds your reputation as knowledgeable and trustworthy, captures your area's attention, and engages them on multiple levels.



**See our top 5 postcard categories
to include in your campaign on the
next few pages!**

01. Coupons

This is an excellent choice for the first mailing in your campaign. It introduces your services while including a limited-time offer to encourage quick action. This approach helps you capture prospects who are ready to buy now, while laying the foundation to nurture the rest with ongoing, value-driven follow-up campaigns.

Bonus tip: Add a QR code so people can quickly scan and claim their offer. This will also give you an easy way to track how many people respond to your mailing!



HERE'S WHAT ONE OF OUR MANY HAPPY CUSTOMERS HAS TO SAY:

FIVE STARS!

“The team was professional, arrived on time, and was very transparent throughout the entire process. They were respectful of my home and completed the job perfectly. Highly recommend this company!”

-RUTH ANN O., TROUTVILLE

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LICENSED AND INSURED

(213) 555-1234

312 DEAN ST.
WEST ELM, IL 60085

WWW.YOURLOGOHERE.COM

HIGHLY RECOMMENDED BY YOUR NEIGHBOR!



The team was clean, thorough, and completed the job on time. Very happy with the results.

-Amy C., Westonville

5 STAR ROOFING SERVICES IN YOUR NEIGHBORHOOD

REACH OUT TODAY!

📞 (784) 995-2229

✉️ jroofingforit@rfi.com






02. Client Reviews

Featuring customer testimonials on your postcard is one of the most effective ways to build trust. Prospects are more likely to believe positive feedback from other customers than promotional claims from a business itself.

Bonus idea: Don't have enough reviews? Create a separate postcard campaign going to your current client base to ask for reviews.

03. Educational

There is an abundance of topics from which you can choose when creating educational postcards. The goal is for the included information to be valuable enough that your recipients would be inclined to save and refer to it when needed.

Some examples for specific industries include: tips for saving money on your heating bill from an HVAC company, organizing tips from an interior designer, advice on saving water from a plumbing company, or a home tidying checklist from a cleaning company.



SPRING CLEANING CHECKLIST
Check off your completed spring-cleaning tasks below for a cleaner home before showers give way to May flowers.

1	5	6	7
12	13	14	15
FRI	SAT	SUN	MON

DECLUTTER
Get rid of clothes, toys, electronics, furniture, and decor you don't use or even forgot you had. Donate and recycle as much as you can to help others.

CLEAN
Addition to your year-round cleaning tasks, deep clean areas like upholstery, rugs, tile, grout, and drapes. Disinfect high-touch areas, and run cleaning cycles on your appliances.

FIX
Now it's time to restore areas that look dingy or damaged, like stained flooring or scuffed paint. Reset wooden decks, stone countertops, and other valuable materials.

DIY
Finally, make some improvements to keep your home organized. Install closet systems or hanging shelves, add cabinetry to your laundry room, or install garage shelving.

Call today for a happier spring season!

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3 HOME UPGRADES To Increase Property Value

If you've been living in your home for a while—or even if you just moved in but have big goals for your new space—tackling renovations can be a fun but challenging project. You might have a lot of ideas on your to-do list, but these will get you the most bang for your buck.



Detached Garage
A detached garage is a costly investment—but one that can increase your home value when it comes time to sell. This project can run up to \$20,000, depending on size.



Geothermal Heating
A geothermal heating system uses the ground's constant temperature of near 60 degrees to heat your home through underground coils. There is a federal tax credit of 30 percent, plus lower energy bills.



Additional Bathrooms
Multiple bathrooms are desirable, and if you have the space, it's a great way to increase your home's value. It's a half or a full bathroom you should add to. There are lots of options to keep costs minimal and still see at least a 60% increase in home value.

For questions on the ROI you could add to your home, please reach out!

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 **SHANNER REALTY**



fall HOME MAINTENANCE CHECKLIST

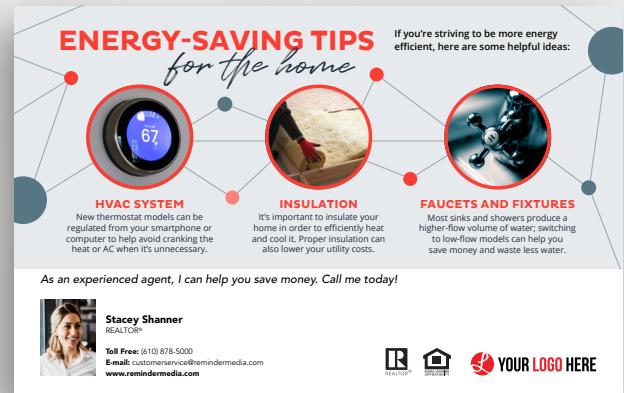


- Check dryer hoses, and change out filters and lint traps.
- Flush your hot water heater by draining water completely to remove sediment.
- Have your chimney inspected and cleaned.
- Repair cracks around external doors and windows.
- Check outdoor vents for debris.
- Service your HVAC system.
- Store any outdoor furniture, and organize your garage or storage sheds.

Never leaf yourself without an expert—reach out today!

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ENERGY-SAVING TIPS for the home

If you're striving to be more energy efficient, here are some helpful ideas:



HVAC SYSTEM
Newer HVAC systems can be regulated from your smartphone or computer to help avoid cranking the heat or AC when it's unnecessary.



INSULATION
It's important to insulate your home in order to efficiently heat and cool it. Proper insulation can also lower your utility costs.



FAUCETS AND FIXTURES
Most faucets and fixtures use a higher-flow volume of water; switching to low-flow models can help you save money and waste less water.

As an experienced agent, I can help you save money. Call me today!

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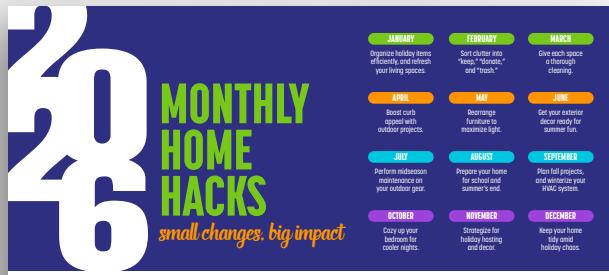
 



For game-changing results, reach out today!



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Ready to create a more functional home? Let's get started together.



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Working with me can be a recipe for success! Reach out today.



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Looking forward to working with you this year!



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Give to the  **American Red Cross**

WHY DONATE TO THE AMERICAN RED CROSS?

A hot meal delivered to victims after a disaster, blood when it is needed most, shelter when there is nowhere else to turn, an emergency message delivered to a member of the Armed Forces from their family—these are just some of the ways that gifts are put to work through the American Red Cross. Thanks to the generosity of our donors, the American Red Cross is empowering people to perform extraordinary acts in the face of emergencies.

Our supporters have become part of a network of millions of Americans who donate their time, money, and blood to the humanitarian work of the Red Cross. We thank them for their gifts, and we are privileged to put their compassion into action.

Want to donate? Visit www.redcross.org, click on "Donate Funds" in the top right corner, and make a difference today!





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HAPPY FOURTH OF JULY!

JUST TO BE FRANK: WORKING WITH YOU
WOULD BE GREAT! REACH OUT TO GET A
CONVERSATION STARTED.

Enjoy these easy hot dog ideas for your
July Fourth barbecue!



- Breakfast Dog**
 - Hash browns
 - Over-easy egg
 - Bacon bits
 - Cilantro
- Buffalo Dog**
 - Mayonnaise
 - Buffalo wing sauce
 - Lemon juice
 - Pepper
 - Blue cheese crumbles
 - Celery, diced
- BLT Dog**
 - Bacon
 - Mayonnaise
 - Lettuce, shredded
 - Tomatoes, sliced
 - Chives, finely chopped
- Reuben Dog**
 - Grated Swiss cheese
 - Sauerkraut
 - Thousand Island dressing

Working with me is a recipe for success. Reach out today!



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05. Endearing

A postcard featuring your sponsorship of a food drive or your team volunteering at a charitable event elevates public perception of your image—and, by extension, your business—as thoughtful, selfless, and caring.

Include holiday postcards in this category, but don't just stick to Christmas and Thanksgiving. Stand out by sending a postcard celebrating Labor Day, Independence Day, or even National Ice Cream Day. The more unexpected a touchpoint, the more impressive and memorable it will be.

The EASIEST Campaign You Will Ever Manage!

Don't stress about selecting or scheduling your postcards. Our coaches will work with you one-on-one to help you decide **WHAT** to mail, **HOW** often to mail it, and **WHO** to mail to in order to get the best results for your campaign.

Here is everything you will get with a ReminderMedia postcard campaign:

- ✓ Tools for automating your mailings; completely set-it-and-forget-it!
- ✓ Access to dozens of popular designs created by our in-house design team—at no extra cost!
- ✓ A highly targeted mailing list using demographics that make the most sense for your business' needs
- ✓ Your own FREE landing page to help capture leads, a \$59.99/month value!
- ✓ Our low, competitive pricing, with shipping included!

CLICK HERE to request a call with our team now to see how many qualified homes are in your area!