

Top 5 Postcards EVERY INSURANCE AGENT 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 People Make When Mailing Postcards

It's completely appropriate for insurance agents 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 insurance-related business—one that builds your reputation as knowledgeable and trustworthy, captures your area's attention, and engages them on multiple levels.

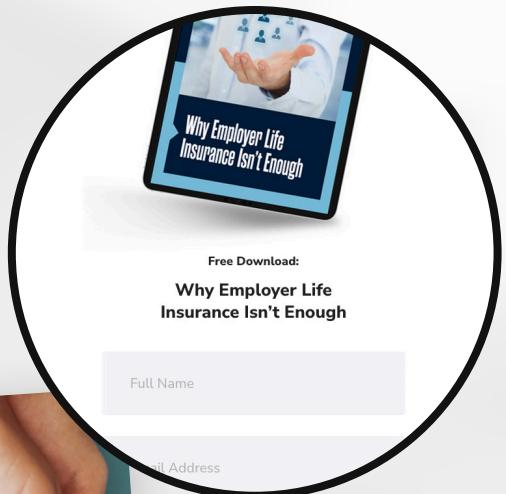


**See our top 5 postcard categories
to include in your campaign on the
next few pages!**

01. Lead Magnet

This is an excellent choice for the first mailing in your campaign. It is an engaging way to offer a free item of value to your audience. When offering a resource that relates to the needs your insurance business offers, you know the people requesting it have an interest or need for your services, making a natural opportunity to follow up with them!

Bonus tip: ReminderMedia will make this set up effortless with a free downloadable resource, landing page to capture leads, and postcard design!



Capture lead contact info on your landing page!

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

YOUR LOGO HERE

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 quality examples for an insurance business would be general home or auto care tips and health advice.



SPRING CLEANING CHECKLIST
Check off your completed spring-cleaning tasks before showers give way to May flowers.

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
In store 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. Reseal 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!

**Stacey Shanner**
REALTOR®
(610) 878-5000
customerservice@remindermmedia.com
www.remindermmedia.com



HOW TO SHOP Heart-Healthy
Use this checklist at the grocery store to stock up on heart-healthy foods. Remember to minimize salt and added sugars, and check product packaging to see if it's certified heart-healthy by the AHA.

fruit

- apples
- avocados
- bananas
- berries
- oranges
- peaches
- pears

veggies

- bell peppers
- broccoli
- carrots
- kale
- romaine lettuce
- spinach
- tomatoes

dairy/proteins

- cheese, milk, and yogurt (skim or 1%)
- eggs
- beans, lentils
- fatty fish, shellfish
- nuts (unsalted)
- poultry (skinless)
- tempeh, tofu

whole grains/oils

- bread
- muffins
- oatmeal
- pasta
- quinoa
- rice
- extra-virgin olive oil

TAKE SURE TO TALK TO YOUR DOCTOR FOR ADVICE ABOUT HEART HEALTH AND DIET.

Clients are the heart of a strong business. Reach out today!

**Stacey Shanner**
Toll Free: (866) 458-4226
Office: (610) 878-5000
E-mail: customerservice@remindermmedia.com
www.remindermmedia.com





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 leave yourself without an expert—reach out today!

**Stacey Shanner**
REALTOR®
(610) 878-5000
customerservice@remindermmedia.com
www.remindermmedia.com



HOW FIRE SAFE is your home?



Here's how a comprehensive home insurance policy may safeguard you in case of a fire:

DWELLING COVERAGE for your home's structure, including the roof, walls, floors, and appliances

PERSONAL PROPERTY COVERAGE for replacing personal belongings, including furniture, clothing, and electronics

PERSONAL LIABILITY COVERAGE for legal expenses and medical bills if someone is injured on your property and you are found responsible

EXTERNAL STRUCTURES COVERAGE for objects such as detached garages, sheds, and fences

There's no such thing as a one-size-fits-all policy. For greater protection, you may need to build a plan as unique as your home itself.

Call today to learn more about your different coverage options.

**Stacey Shanner**
Insurance Agent
Toll Free: (866) 458-4226
Office: (610) 878-5000
E-mail: customerservice@remindermmedia.com
www.remindermmedia.com

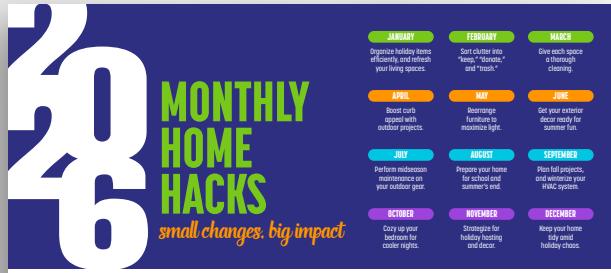




For game-changing results, reach out today!



Stacey Shanner
Toll Free: (866) 838-0226
Office: (610) 878-5000
E-mail: customerservice@remindermmedia.com
www.remindermmedia.com



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



Stacey Shanner
AGENT
(610) 878-5000
customerservice@remindermmedia.com
www.remindermmedia.com



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



Stacey Shanner
AGENT
(610) 878-5000
customerservice@remindermmedia.com
www.remindermmedia.com



Looking forward to working with you this year!



Stacey Shanner
(610) 878-5000
customerservice@remindermmedia.com
www.remindermmedia.com



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!





**Stacey Shanner, SRES, SRS, ABR
REALTOR®**

Toll Free: (866) 458-4226
Office: (610) 878-5000
E-mail: customerservice@remindermedia.com
www.remindermedia.com

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!



**Stacey Shanner
REALTOR®**
(610) 878-5000
customerservice@remindermedia.com
www.remindermedia.com





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!