PLEASE NOTE

This presentation is 4 years old and has NOT BEEN UPDATED – some strategies and tactics may no longer work or now be against Amazon's TOS

Kevin King – 2019

ARE
YOU
READY
?

Launches & Reviews on amazon
99% Open Rates

I am going to talk about a method that gets 99% open rates by EVERY AMAZON BUYER in the United States!

Look, in the Mailbox!

It's a Postcard!

Thank You
For Your Purchase

Dear Valued Customer

If you are satisfied with our product and service, please consider leaving positive feedback and rating the details of the transaction.

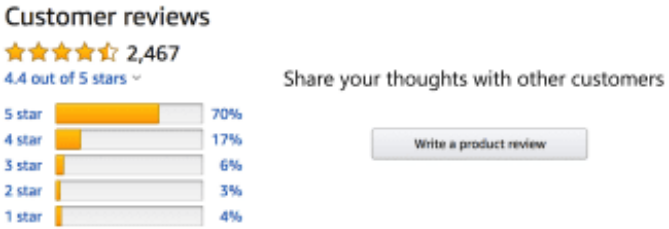
★★★★★

If there is an issue with your order, please contact us first so we can resolve it before leaving feedback.

www.amazon.com/feedback

HELP OUR SMALL BUSINESS BY WRITING AN AMAZON PRODUCT REVIEW

Teeboy amazon



SHARE YOUR EXPERIENCE FOR OTHER SHOPPERS

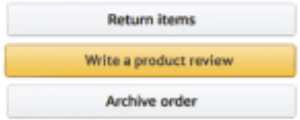
Being a small business, we depend on customers who leave reviewes of our products. Your experience with our products is of great value, and helps not just us but also other potential customers.

Your opinion is invaluable! Please take a minute to leave a reviewe, and thereby make customer experiences with the products more transparent and useful.

Happy?

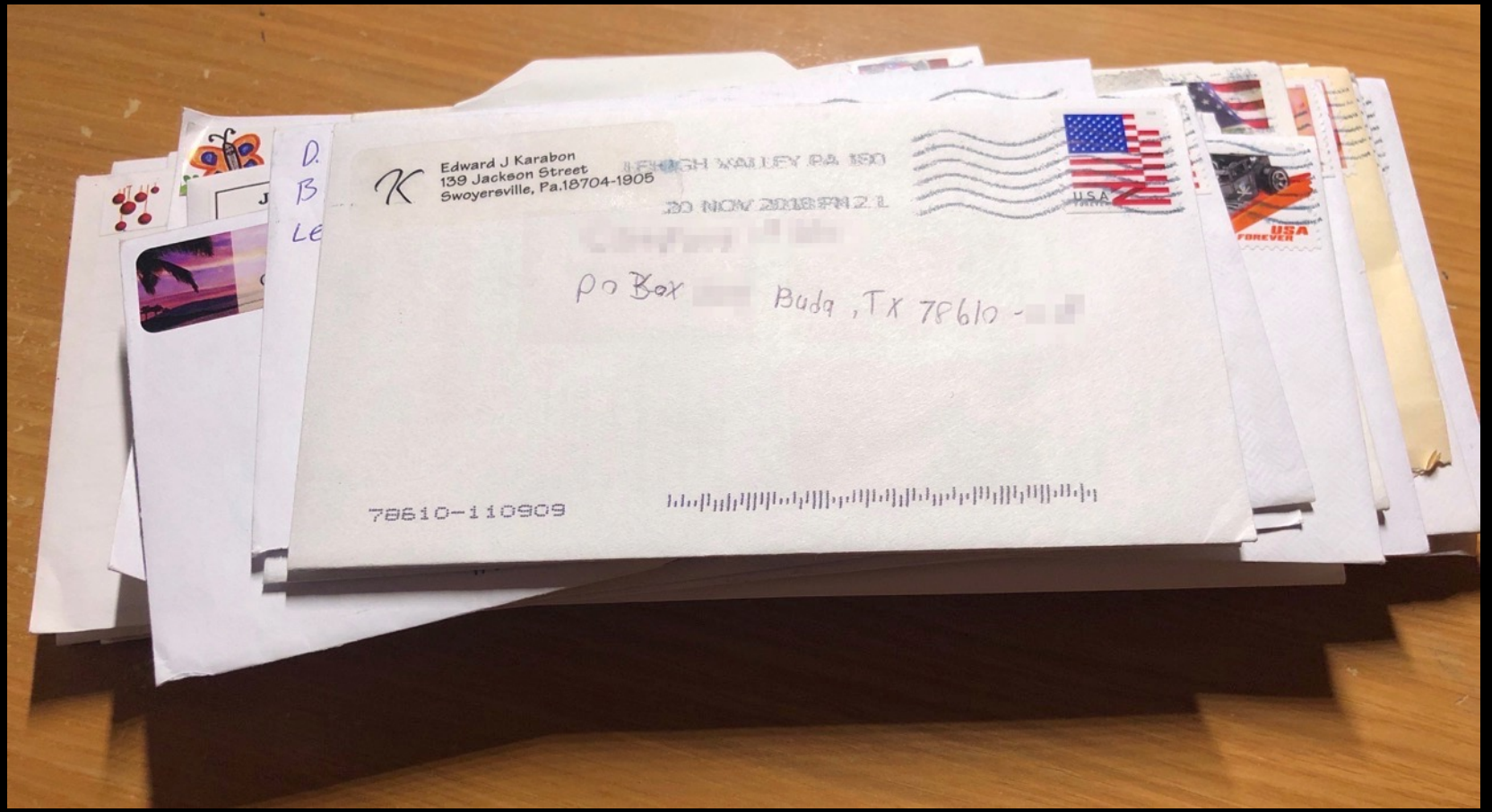
Then we are, too! We'd love it if you shared your experince.

1. Go to Amazon.com and sign into your account
2. Click "Orders"
3. FInd your product and click "Write a product review"



57%

of people claim that receiving mail makes them feel more valued.

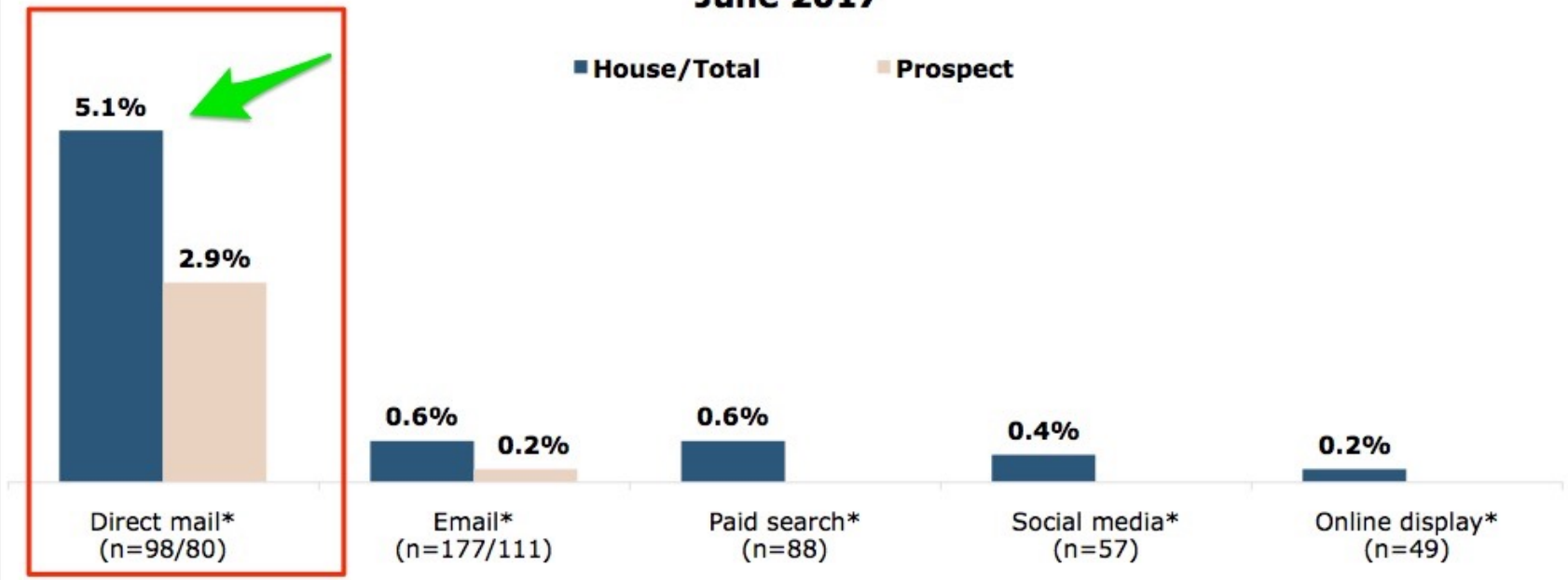

Edward J Karabon
139 Jackson Street
Swoyersville, Pa.18704-1905
USA
Po Box
Buda, TX 78610-
78610-110909

WHY POSTCARDS WORK

1. 99% open rate because comes in U.S. mail NOT inside an envelope
2. Postcard response rates are 10-30% higher than social media
3. Less cluttered: a few pieces of mail a day vs. 1000's of online ads
4. 30% of Amazon customers opt out of email follow-ups (then only 30% open)
5. Often cheaper than social media clicks, rebate costs or discounts
6. 95% of people have a positive response to receiving personal cards in the mail
7. Most don't read package inserts and only 40-60% can be added to Facebook Audiences
8. Reach ALL of your customers and control who sees your message exactly when
9. Can get 5%+ REAL review response rates within 1-2 weeks after receive product
10. If you add a coupon, less likely to discard a tangible item (the card) increasing conversion

Response Rate, by Select Direct Marketing Medium

sample sizes reported per medium, based on a survey that skewed slightly more towards B2C than B2B respondents

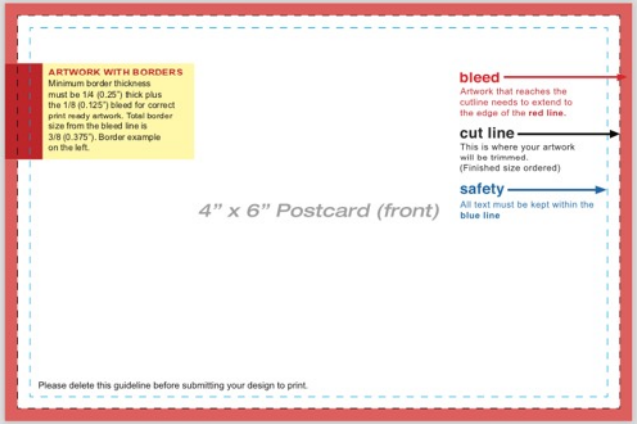


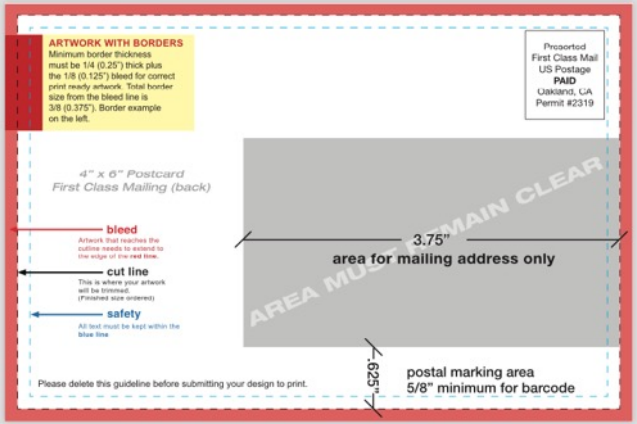
*CTR * Conversion Rate

MarketingCharts.com | Data Source: Data & Marketing Association (DMA) / Demand Metric

REQUIREMENTS

1. Rectangular shape
2. First class mail is best, delivered in 1 to 3 days anywhere in USA
3. At least 3.5 inches high x 5 inches long by at least 0.007 inch thick
4. Maximum 4.25 inches high by 6 inches long x 0.016 inches thick
5. Can make bigger size for extra cost up to 6.125 inches x 11.5 inches by 0.25 inches thick
6. It costs 28 to 35 cents for the postage not including printing and labeling costs
7. Printing the card should never cost more than 10 cents each, usually much less


ARTWORK WITH BORDERS
Minimum border thickness must be 1/4 (0.25") thick plus the 1/8 (0.125") bleed for correct print ready artwork. Total border size from the bleed line is 3/8 (0.375"). Border example on the left.
bleed
Artwork that reaches the cutline needs to extend to the edge of the red line.
cut line
This is where your artwork will be trimmed. (Finished size ordered)
safety
All text must be kept within the blue line
4" x 6" Postcard (front)
Please delete this guideline before submitting your design to print.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Presorted
First Class Mail
US Postage
PAID
Oakland, CA
Permit #2319
4" x 6" Postcard
First Class Mailing (back)
bleed
cut line
safety
3.75"
area for mailing address only
.625"
postal marking area
5/8" minimum for barcode
Please delete this guideline before submitting your design to print.

ARTWORK WITH BORDERS
Minimum border thickness must be 1/4 (0.25") thick plus the 1/8 (0.125") bleed for correct print ready artwork. Total border size from the bleed line is 3/8 (0.375"). Border example on the left.
bleed
Artwork that reaches the cutline needs to extend to the edge of the red line.
cut line
This is where your artwork will be trimmed. (Finished size ordered)
safety
All text must be kept within the blue line
6" x 11" Postcard (front)
Please delete this guideline before submitting your design to print.

ARTWORK WITH BORDERS
Minimum border thickness must be 1/4 (0.25") thick plus the 1/8 (0.125") bleed for correct print ready artwork. Total border size from the bleed line is 3/8 (0.375"). Border example on the left.
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6" x 11" Postcard
First Class Mailing (back)
bleed
cut line
safety
3.75"
area for mailing address only
.625"
postal marking area
5/8" minimum for barcode
Please delete this guideline before submitting your design to print.

TIPS

1. Also great for launches and before Lightning Deals & Prime Day
2. When designing your card answer, “what’s in it for me?”
3. Make your design colorful and eye catching but not too busy
4. Make an offer they can’t refuse (free gift, huge prize contest)
5. Send on their birthday, child’s birthday or holidays with coupon or offer for free gift
6. Use this link amazon.com/ryp on your postcard to quickly take them to reviews page
7. Use QR codes and call to action URLs

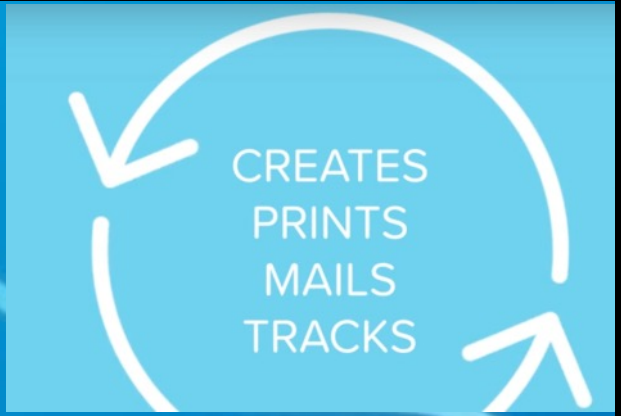
MANUAL WORK
AUTOMATE IT!

POSTALYTICS

www.postalytics.com

STAND OUT

WITH AUTOMATED DIRECT MAIL



Postalytics is the leading direct mail automation tool.

Everytime someone orders on Amazon, a postcard is automatically sent

POSTALYTICS

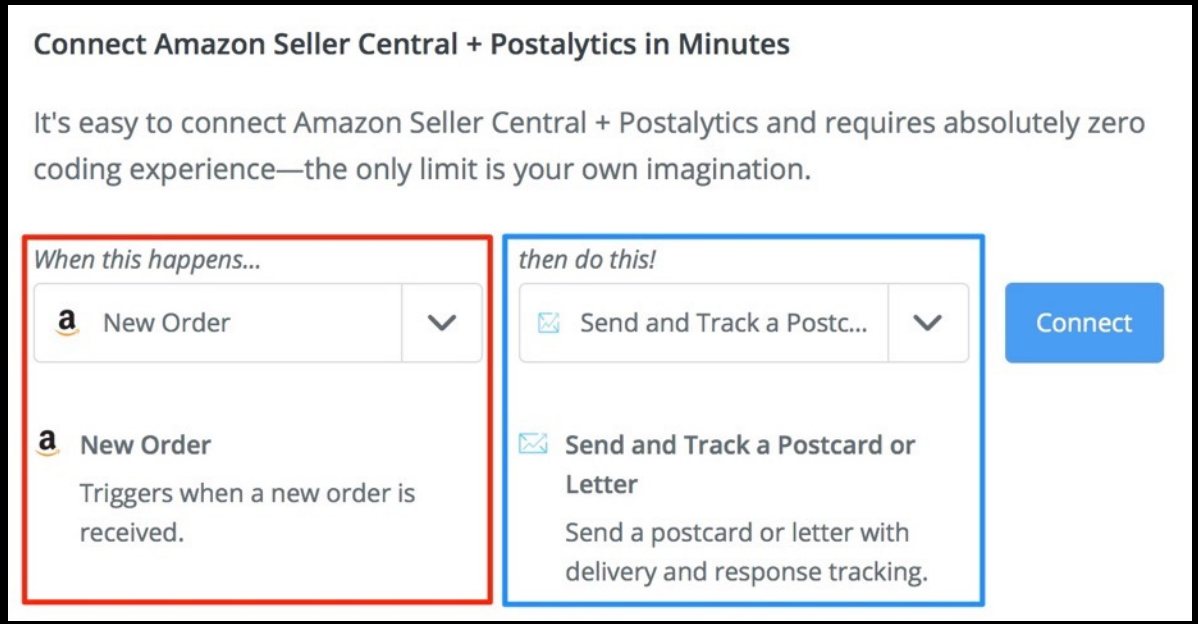
www.postalytics.com

zapier

POSTALYTICS

www.postalytics.com

Connect to your Amazon account in Minutes



POSTALYTICS

www.postalytics.com

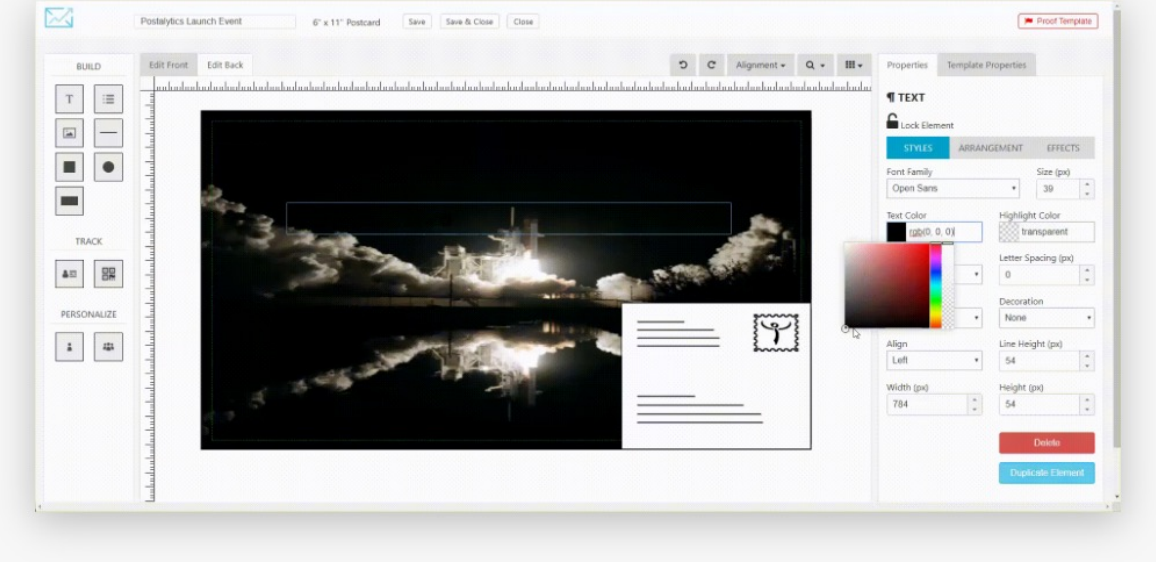
Print & Mail Pricing

4×6 First Class	$0.50
6×9 First Class	$0.78
6×11 First Class	$0.83

POSTALYTICS

www.postalytics.com

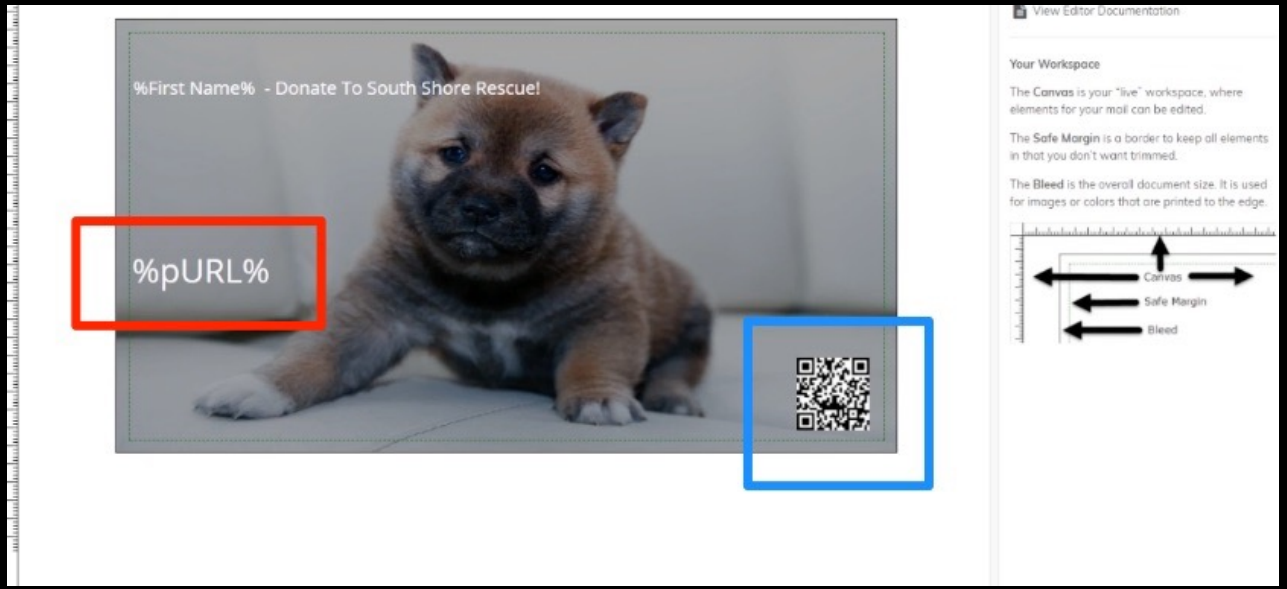
Postcard design template makes sure your artwork complies with mailing rules



POSTALYTICS

www.postalytics.com

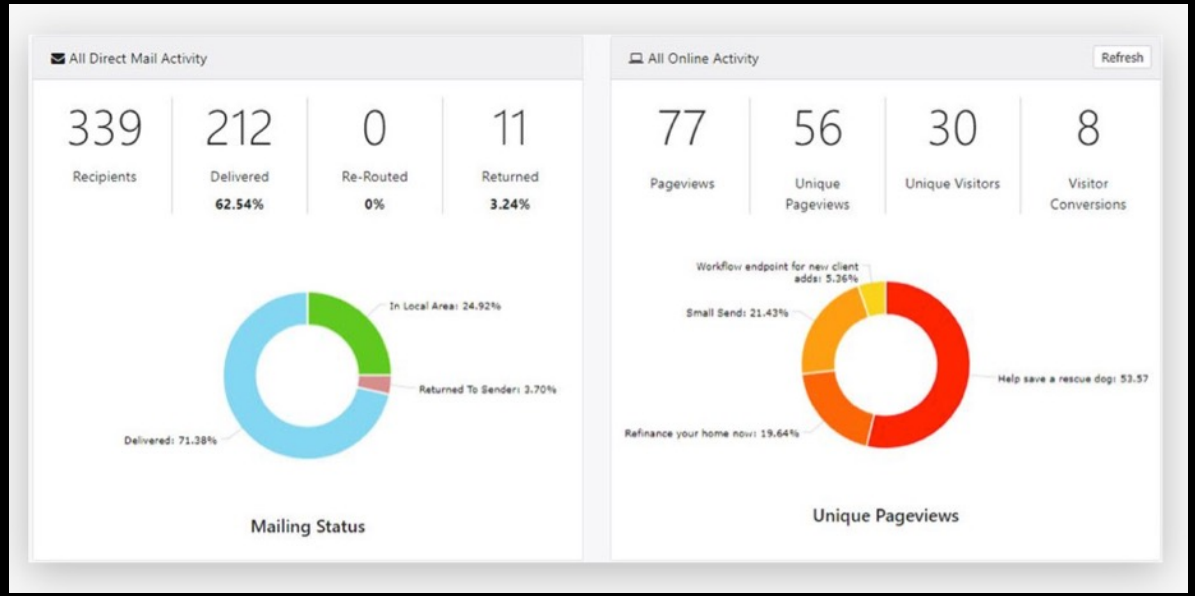
You can use pURLS – unique personalized urls and it also creates QR codes



POSTALYTICS

www.postalytics.com

Get stats on delivery, clicks and more. Map custom variables, create campaigns



BONUS

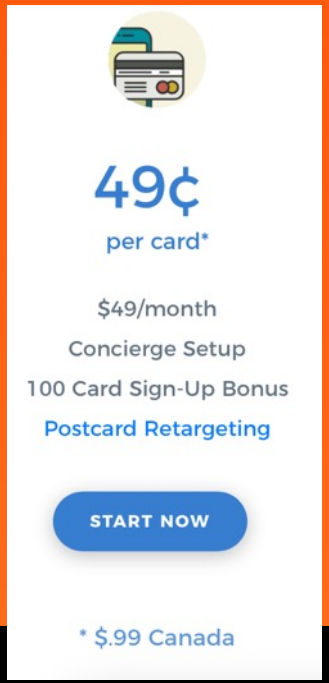
thanks.io

Thanks so much for meeting me for dinner. I really think the combination of our teams would make some killer profits. If you have time give me a call next week
-Mike
343-343-4343
JOHN SMITH
1234 SOME ST.
BEVERLY HILLS, CA 90210
JANE SMITH
56789 ANOTHER ST.
BEVERLY HILLS, CA 90210
thank you

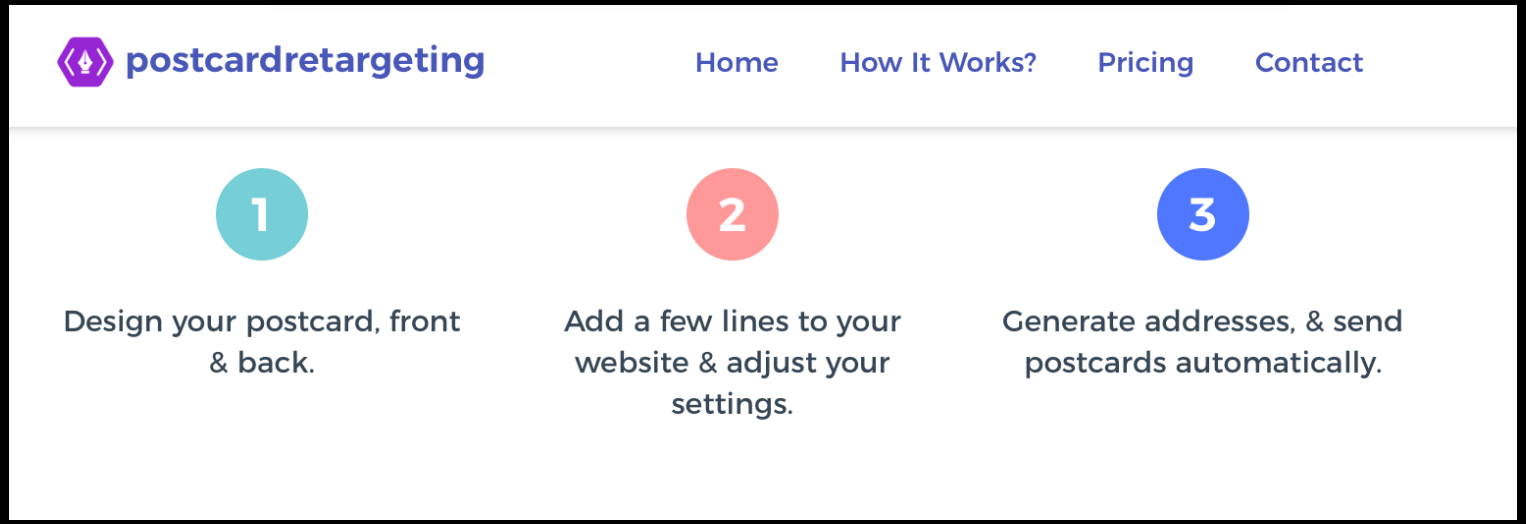
Automatically send postcards to anyone who visits your website or a landing page even if they never give you their address!

Cards Are "API Handwritten" so they seem Very Personal and Always Get READ!

You have been invited to use thanks.io on Zapier!



① add some code from Thanks.io to your brand's website or landing page
② prompt user to share location (accurate to 50 meters & can tell if Wifi or mobile)
③ system figures out their mailing address based on their geo location
④ in many cases you will also get their email address and phone number!
⑤ automatically added to your list – then can even target by state if you want also



Don't always
dream big.
Dream smart.

- Kevin King