



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

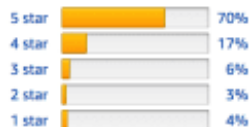
HELP OUR SMALL BUSINESS BY WRITING
AN AMAZON PRODUCT REVIEW

Teeboy amazon

Customer reviews

★★★★☆ 2,467

4.4 out of 5 stars



Share your thoughts with other customers

Write a product review



SHARE YOUR EXPERIENCE FOR
OTHER SHOPPERS

Being a small business, we depend on customers who leave reviews 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 review](#), 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 experience.



1. Go to [Amazon.com](#) and sign into your account
2. Click "[Orders](#)"
3. Find your product and click "[Write a product review](#)"

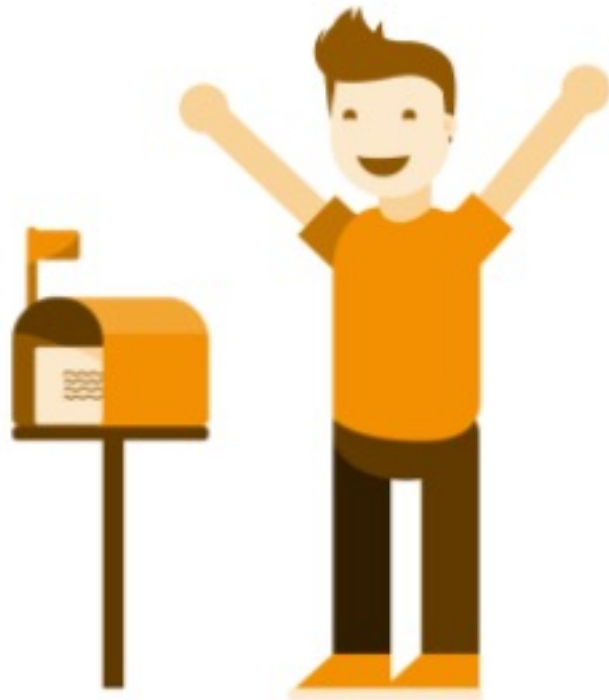
Return items

Write a product review

Archive order

57%

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



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Edward J Karabon
139 Jackson Street
Swoyersville, Pa. 18704-1905

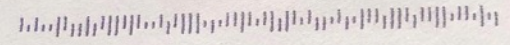
LEHIGH VALLEY PA 190

NOV 20 2018 PM 2 L



PO Box [redacted] Badq, TX 78610 - [redacted]

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

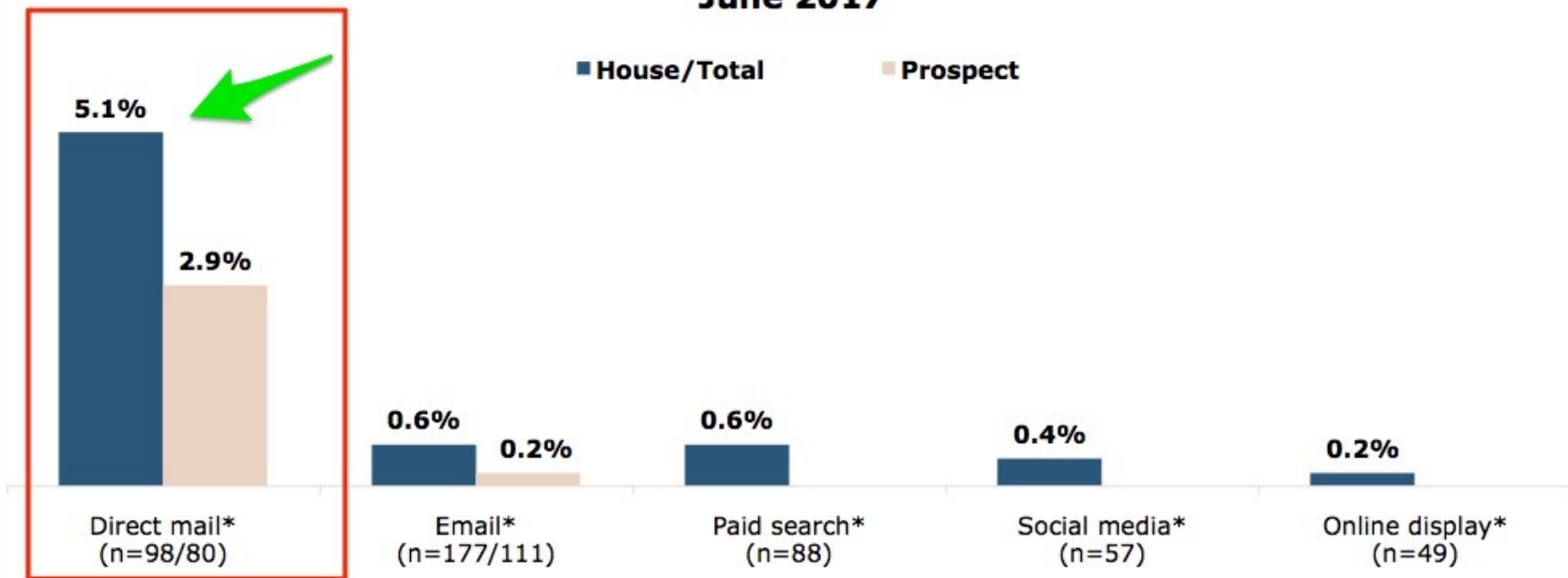




Response Rate, by Select Direct Marketing Medium

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

June 2017



*CTR * Conversion Rate

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 outline 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

Artwork that reaches the outline needs to extend to the edge of the red line.

cut line

This is where your artwork will be trimmed. (Finished size ordered)

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All text must be kept within the blue line

3.75"
area for mailing address only

postal marking area
5/8" minimum for barcode

Please delete this guideline before submitting your design to print.

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6" x 11" Postcard (front)

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6" x 11" Postcard
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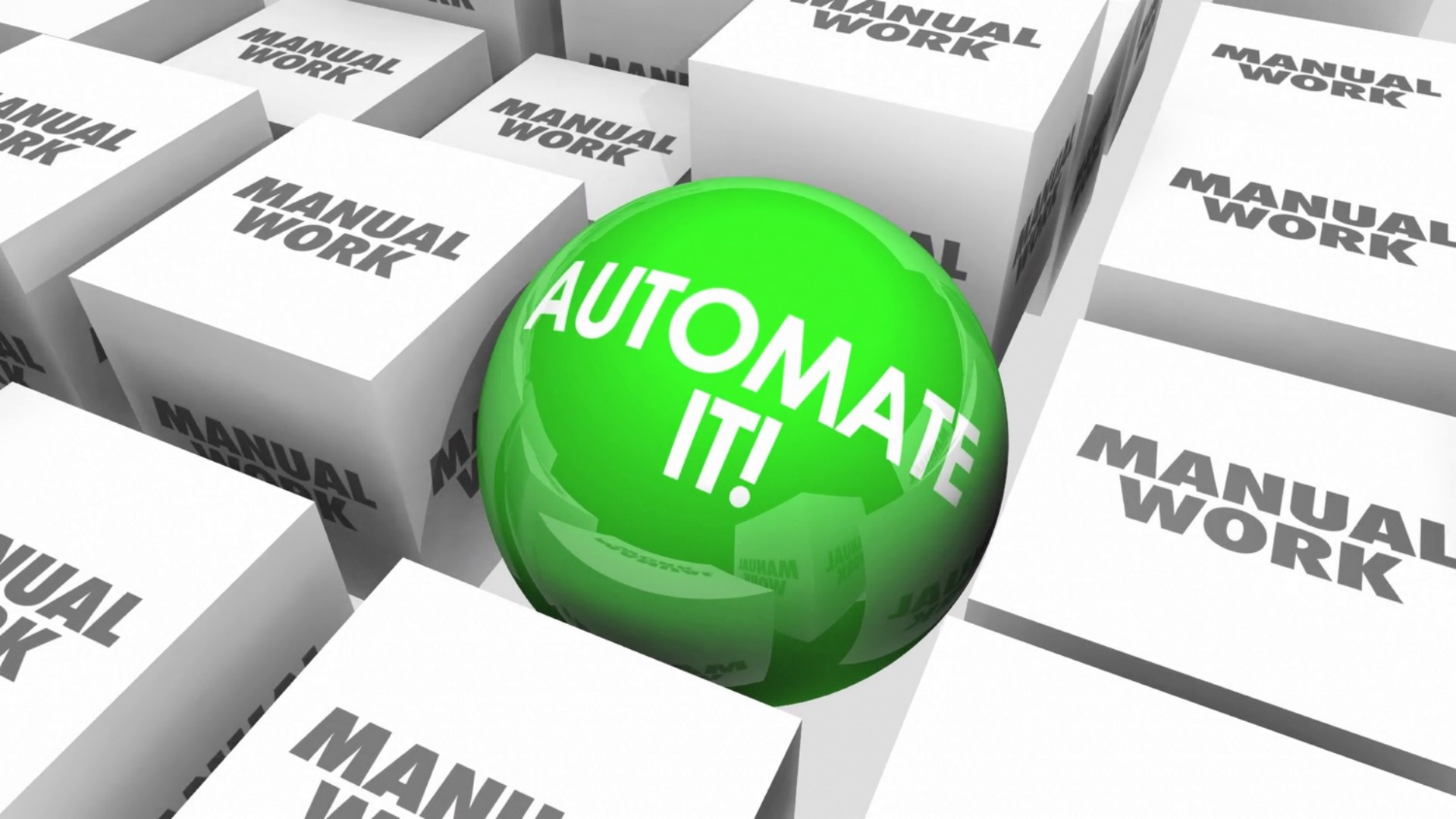
postal marking area
5/8" minimum for barcode

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**

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**AUTOMATE
IT!**

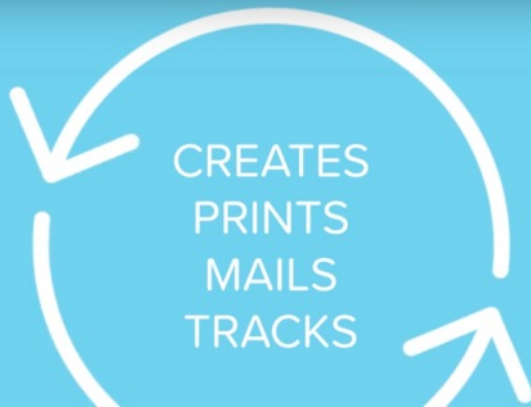


POSTALYTICS

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

Connect Amazon Seller Central + Postalytics in Minutes

It's easy to connect Amazon Seller Central + Postalytics and requires absolutely zero coding experience—the only limit is your own imagination.

<i>When this happens...</i>	<i>then do this!</i>	
<p> New Order ▼</p>	<p> Send and Track a Postc... ▼</p>	Connect
<p> New Order Triggers when a new order is received.</p>	<p> Send and Track a Postcard or Letter Send a postcard or letter with delivery and response tracking.</p>	



POSTALYTICS

www.postalytics.com

Print & Mail Pricing

4x6 First Class

\$0.50

6x9 First Class

\$0.78

6x11 First Class

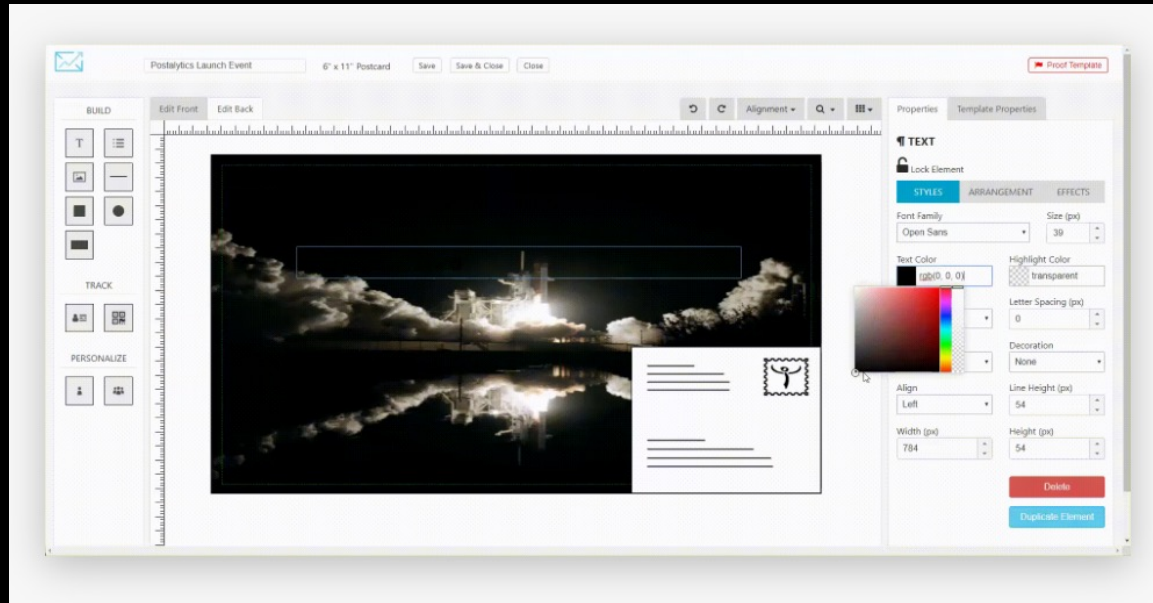
\$0.83



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

The screenshot displays the Postalytics editor interface. On the left, a mail template is shown with a background image of a puppy. The text "%First Name% - Donate To South Shore Rescue!" is visible at the top. A red box highlights the placeholder "%pURL%", and a blue box highlights a QR code. On the right, the "View Editor Documentation" panel is open, showing the "Your Workspace" section. It defines the Canvas, Safe Margin, and Bleed areas with a diagram.

View Editor Documentation

Your Workspace

The **Canvas** is your "live" workspace, where elements for your mail can be edited.

The **Safe Margin** is a border to keep all elements in that you don't want trimmed.

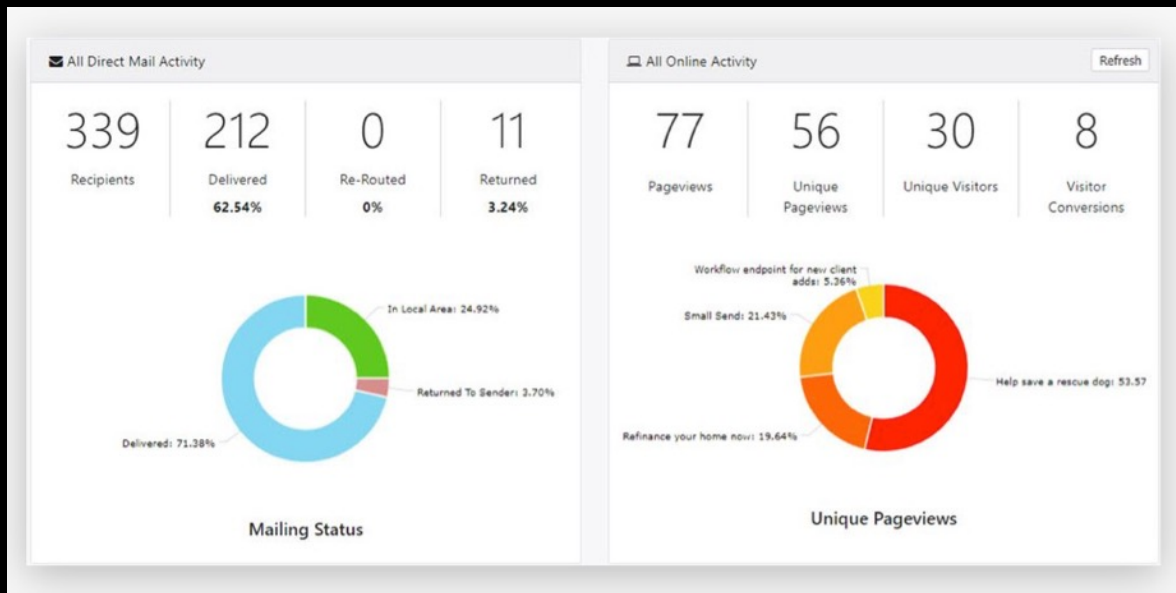
The **Bleed** is the overall document size. It is used for images or colors that are printed to the edge.



POSTALYTICS

www.postalytics.com

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



BONUS



thanks.io




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



postcardretargeting

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

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



49¢
per card*

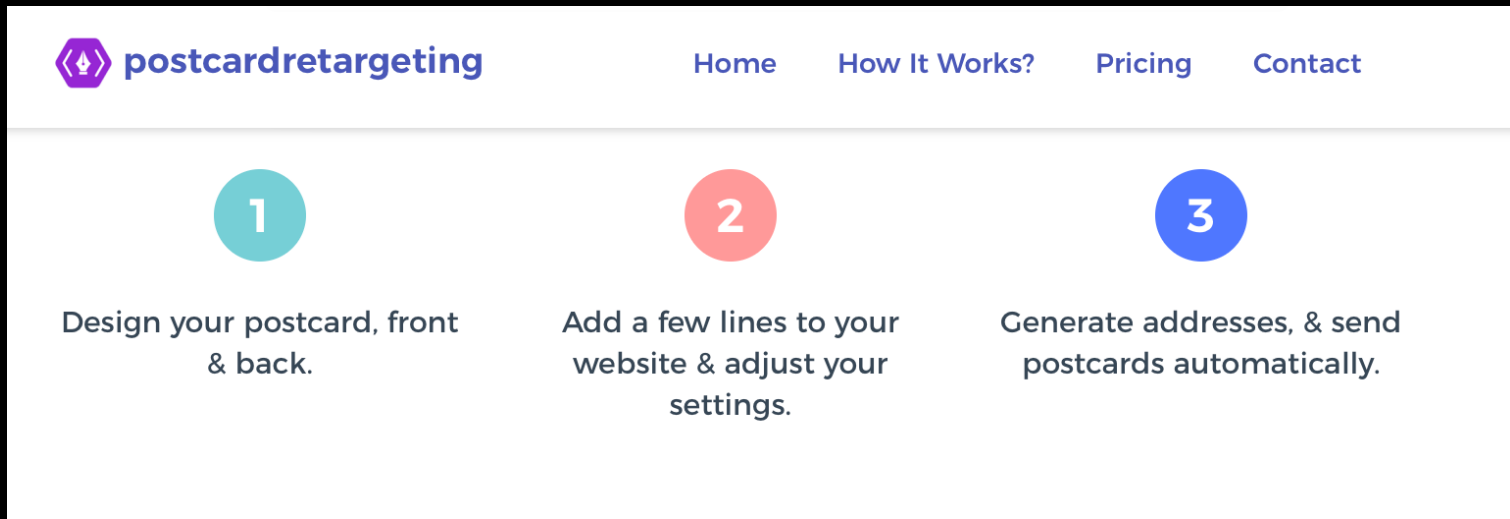
\$49/month
Concierge Setup
100 Card Sign-Up Bonus
Postcard Retargeting

[START NOW](#)

* \$.99 Canada



- 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



The screenshot shows the top section of the 'postcardretargeting' website. The navigation bar includes the logo, the company name, and links for Home, How It Works?, Pricing, and Contact. Below the navigation bar, a three-step process is outlined with numbered circles and descriptive text.

postcardretargeting Home How It Works? Pricing Contact

- 1**
Design your postcard, front & back.
- 2**
Add a few lines to your website & adjust your settings.
- 3**
Generate addresses, & send postcards automatically.

**Don't always
dream big.
Dream smart.**

- Kevin King

