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Effective Post Card Marketing for Real Estate Investing by [Simon Macharia](#)

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Targeted direct mail is one of the most effective methods to attract motivated sellers for your real estate investing business. Post cards are effective and cost less.

This article teaches you how to create effective post cards with little to no expertise and launch your marketing campaign on a tight budget.

Of course we assume that your leads are already in place.

Creating the effective post card

Most people prefer to use a local designer and print shop for their post cards. This is okay, but you can also easily create professional post cards with zero expertise and little time.

Nowadays there are online companies that provide the tools to create your own post card from scratch. If you already have one designed, you can upload it to their website.

I have two favorite websites for this, [overnightprints.com](#) and [printsmadeeasy.com](#). A novice user can create post cards from these websites quickly.

I generally check when they are running specials and time my orders around that time. In general, I spend only \$200 to \$300 on 5000 high glossy, double sided post cards. If you did this through your local print shop, you would probably run over \$1500.

Catchy is better

i) Color - ever wondered how your mail piece would be noticed in the middle of all the junk mail we receive? You must have your post cards sticking out from the junk to be noticed. I like bright colors like yellow, red, green and blue.

ii) Graphics - house or dollar notes catch instant attention when used as graphics. And communicate your message fast. You must incorporate this in your marketing.

iii) Content - make sure you use a catchy heading. Make it brief and to the point. Nobody wants to read tons and tons of text.

Concentrate on the benefits of what you can do for the motivated seller. Brief and to the point in a few words brings the best results.

iv) Call to action - a lot of people forget to provide a call to action for the motivated seller. Provide a strong reason to call or visit your website NOW. It goes without saying that you must have a real estate investor website that tell your story and delivers leads for you. Motivated sellers who sign up on your website are pre-sold, pre-screened and pre-negotiated so you spend very little time and effort on those leads.

Marketing labels

In order for your post cards to stick out, you get the best results by putting a real postage stamp and address labels.

I like bright luminescent labels with their color contrasting with the rest of that card.

If you choose to go with pre-sorted postage, they end up looking too commercial and you lose effectiveness.

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Learn how to increase your effectiveness with a [website for buying houses](#) that is interactive and automated, and that also attracts leads with a [effective search engine optimization](#). The leads you receive come pre-negotiated and pre-screened saving you lots of time, money and effort.

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real estate direct mail, seo, search engine optimization, real estate post cards, real estate investor website, real estate marketing

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