

ADDRESSED POSTCARDS FOR CLIENT BIRTHDAYS, FIRST VISITS, AND REGULAR EYE EXAMS:

A WISH , A GIFT AND A REDEMPTION!

When it comes to the most important events of your clients lives and their relationship with your business you cannot afford to rely on email campaigns for your messages to reach only 1/3 of your clients!

Personally addressed postcards strategically mailed to each of your clients multiple times per year, will reach the vast majority of your audience and create a noticeable relational and transactional value.

Some great reasons to reach out to your clients via physical mail:

- **Their birthday**
- **To say thank you**
- **To book eye exams**
- **To offer a reward or a gift**
- **To promote sunglasses**
- **To upsell & cross sell products and services**