

# **How To Market Your Entertainment Center Using Postcards**

*...one of the best kept secrets of modern marketing!*

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**When it comes to laser tag the choice is  
LaZer Runner...**

**Number one in systems sold for  
*12 consecutive years!***

# How To Market Your Entertainment Center Using Postcards

Postcards are one of the best kept secrets of direct mail marketing. They produce better results today than in the past. That's probably because postcards deliver information the way people want to get it – fast and with little effort.

Postcards can be used very effectively to generate website traffic and direct customers to your Family Entertainment Center. A brief message on a postcard with a good offer sent to the right prospects could generate a flood of traffic to your website or direct people to your location.

So, what kind of message should you have on the back of your postcard?

State the biggest benefit you offer to your customers. Then briefly add a few other advantages or features you provide. End with a compelling reason for prospects to contact you. Or, direct them to your website to get more information.

This is a great way to advertise your birthday party package.

It's also an effective way to get group sales.

For example, you could get a mailing list of all the church groups in your area and mail them a postcard that directs them to your website for a lot more details.

**Tip:** Don't try to close sales directly from a postcard. There is not enough space on a postcard to provide all the information that your prospects need to make a buying decision.

The readership of postcards is very high.

Almost everyone will read a postcard – even those who usually throw out other direct mail without opening it. It's almost impossible to throw out a postcard without looking at the message. This high rate of readership is the main reason why postcards produce a greater response than other types of direct marketing.

Postcards are an excellent low-cost alternative to email.

People get so much email today that even legitimate messages are getting unread. But most people get few if any postcards. Your message is guaranteed to get their attention when it is delivered on a postcard.

Postcards are relatively inexpensive to produce and the cost to mail them is only 23 cents each for First Class Mail in the US. The only requirement for this special rate is that the dimensions of your postcards must be at least 3 ½ x 5 inches but not over 4 ¼ x 6 inches.

Always use a real 23 cent stamp on your postcards. It almost always produces more replies than a printed indicia (imprinted postage). Most people associate a printed indicia with junk mail.

The design for the front of your postcard is important. It should be unique to your situation, location, business etc. Most printers will be able to offer you the creative services to design and print your postcards. A reputable printing company will be familiar with the sizing requirements of the Postal Service. They will also be able to recommend the quality and thickness of paper stock for your situation.

Next time your need to drive traffic to your website or want to direct customers to your entertainment center, consider the use of postcards. They are simple to use **and are highly effective.**

Lots of our customers have used this simple technique and increased their business immensely. Some have taken it to the next level and have seen their business go through the roof.

At LaZer Runner, our marketing department makes sure that you have access to all kinds of techniques to make your FEC as successful as it can be.

By the way, a LaZer Runner Laser Tag System is a terrific draw for your FEC. It will expand your customer base and increase your profits.

If you would like to see what we can do for your FEC and whether laser tag is something that can help you generate more business...

**Don't wait another minute...**

Call our office and speak to **Paul Savard** at **780-496-9058 ext 248**.

He's got a **FREE FACT KIT** that will explain all of the important aspects about laser tag systems. Information that you need to make an informed decision. It comes to you in a huge envelope stuffed with all kinds of reports, color catalogues, fact sheets and much more.

Call him today and he will send it out, usually the same day!

Or [CLICK HERE](#) if you want to order the FREE FACT KIT online.

He's also got a special sale on our equipment right now.

Sincerely,

A handwritten signature in black ink that reads "Kenn Schurek". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Kenn Schurek – Founder  
LaZer Runner Laser Tag Systems

**PS** For other money-making ideas, read the report entitled...

**How To Instantly  
Increase Your Profits  
By Up To 38%**