



Postcard Marketer Hires Copywriter To Increase Customers' Response Rates

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CEO again innovates postcard marketing industry to increase customers' response rate.

PR9.NET April 01, 2007 - Clearwater, FL - CEO Joy Gendusa of PostcardMania announced the hire of her first full-time in-house professional sale copywriter to her postcard company - the reasoning behind it was to increase customers' response rates. Despite sales copy as a profession being commonly misunderstood, hiring a professional copy writer to oversee her business' postcard campaigns would be an another FREE bonus to the already low price of PostcardMania's postcard marketing campaigns.

"Copywriting is an integral part of a strategic process. People think it is just merely slapping some words on an advertisement," stated Gendusa, "But it is a highly precise tool that when understood can make the difference between a great response rate and a direct mail campaign that ends up in the trash."

Gendusa has been saying for years that the trick to a better response rate is repetition coupled with ensuring that designers and copywriters have the ability to "assume the viewpoint" of the recipient. By adding a FREE copywriting writing service to create copy for marketing campaigns that will get better response rates, she said she hopes to enhance the effectiveness of her customers' campaigns and thereby continue to help them expand and boost the country's economy.

About PostcardMania and Joy Gendusa: Using a powerful, simple, extremely cost effective way of communicating with customers has earned Joy Gendusa Inc Magazine's recognition as the nation's fastest growing direct mail postcard-marketing firm with year 2006 revenues estimated at \$17,000,000. Gendusa began in 1998 with zero investment capital. Today, her Clearwater, FL firm called PostcardMania, employs 140 people and prints 4 million and mails 2 million postcards representing over 350 business, finance and industrial clients each week.

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About PostcardMania, Inc.

PostcardMania is a full service postcard direct mail marketing company which includes graphic design, printing, mailing list acquisition and mailing services with free marketing advice. They help small businesses all over the country to expand through the use of direct mail marketing techniques.

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