

TOP 10

CONTRIBUTORS TO A SUCCESSFUL DIGITAL POSTCARD

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1

Keep it simple

- Use what's given to you
- Use templates
- Reuse, don't recreate

2

Make it about them

- Their interests
- Their questions
- Their concerns

3

Gather resources beforehand

- Make them curious

4

Have a snappy title

- Use what's given to you
- Use templates
- Reuse, don't recreate

5

Introduction

- Focus intro on problem / Outcome
- Explain the impact of the problem
- Why they should listen

6

DNA: Tell Your Story / Tell It Well

- Hidden problem/insight: teach something
- Provide a resolution / how you can help them
- Customer validation

7

Compelling Call to Action

- Simple
- Measurable

8

Keep them in the postcard

- Embed video, images and audio into the postcard
- Do not kick them out into multiple tabs

9

Track Results

- Share your postcard with a trackable link
- Review what's working / not working

10

Create a Compelling Email

- Short, one sentence
- One postcard link and image (optional)
- Explain what you've created for them
- A compelling invitation that piques

SAVO Inspire digital postcards

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