

PROJECT: *REAL ESTATE PERSONALIZED POSTCARDS*
Segment: Direct Marketing: Lead Generation


Program objectives

- Market homes for sale.
- Increase awareness of agent.
- Reduce time for creation and production of personalized postcards.

Significant results reported by user

- Postcards are printed and mailed within 24 hours.




3744 Roswell Road
Atlanta, GA 30342
(404) 814-5418

Return Service Requested

Christine DeLooze
150 Lucius Gordon Drive
West Marietta, NY 14586

First Class
US Postage
PAID
Atlanta, GA
Permit No

Time to sell your home?
Call [redacted] today for her
"Formula for Success"
to sell your home
quickly and smoothly.

*Do You Know a Buyer
For This Home?*

If your home is currently listed for
sale, this is not a solicitation.

Segment	Direct Marketing: Lead Generation
Participants	
Client	Real Estate Company
Program	
Target Audience	Home buyers.
Distribution	1,500 cards are printed six times a month.
Description	<p>To create an easier method for real estate agents to produce a personalized postcard and mail it to a client list Imagers has developed a digital workflow.</p> <p>First a real estate agent takes a digital picture of a house. She then modifies a database of clients for each new house listing. The real estate agent then goes to custom designed Web site where she picks a layout from several pre-designed formats, uploads the digital photo and the client database, enters the address and price for the new listing, and approves the postcard. Imagers prints and mails the personalized postcards within 24 hours.</p>



Copyright © 2001 PODi, the Digital Printing initiative; Strictly Enforced

www.podi.org
 Phone: 585-239-6063 • Fax: 585-239-6093

*BEST PRACTICES IN
 DIGITAL PRINT*

September 2001