

Ultimate Reseller Guide How to Sell More Postcards



How to sell more Postcards

Postcards are one of the most flexible and profitable printed products you can offer. Beyond traditional mailing, postcards now serve as branding tools, packaging inserts, promotional handouts, and direct sales assets across dozens of industries.

As a reseller, your edge is offering high-quality print with fast turnaround and competitive pricing – while your competitors are still thinking of postcards as just “mailers.”



**Boost
Your
Sales**

Why Postcards Are a Smart Product to Sell

-  Low cost, high margin.
-  Fast production and shipping.
-  Easy to personalize or bundle with other products.
-  Perfect entry product for upselling to business cards, flyers, folders, or full branding kits.
-  Used year-round in retail, real estate, e-commerce, events, and services.

Who Buys Postcards (And How They Use Them)

Here's a breakdown of industries and real examples of how they **use postcards**:

E-commerce Brands	Thank-you cards, coupon inserts, unboxing promos, loyalty program invitations
Realtors	Farming mailers, Just Listed/Sold, open house invites, referral requests
Gyms & Fitness Studios	Class schedules, new member offers, referral or reactivation campaigns
Restaurants & Cafes	Menu handouts, local delivery announcements, new location promos
Hair & Beauty Salons	Appointment reminders, before/after transformations, holiday specials
Event Planners	Save-the-dates, RSVP cards, wedding stationery, ticket promotions
Nonprofits & Churches	Donation campaigns, event outreach, holiday messages, volunteer recruitment

Types of Postcards You Can Offer

Postcards are versatile. Here's how you can present them to your clients:



Marketing Postcards

For direct mail or in-person handouts with offers, branding, and contact info.



Package Inserts

Small postcards placed inside product boxes with a thank-you, discount, or referral CTA.



Event Cards

Invitations, RSVP cards, or reminders.



Menus or Price Sheets

Minimalist menus for takeout restaurants, barbershops, or spas.

Box Toppers

Printed flat inserts placed on top of subscription box packaging.



3 Fresh & Differentiated Sales Strategies

These go beyond typical flyer selling or sample kit offers

Sell Postcards as “Brand Enhancers” for E-commerce

PITCH: “You only have one chance to create a memorable first impression — let’s add a branded postcard to every order with a thank-you, promo code, or social handle.”

Your Offer bundles like:

500 postcards for \$150 with free traceable QR code

Add-on: variable data printing for custom messages



Where to find these clients



Seller groups

Instagram, Facebook or TikTok small brands

Sell Postcards as “Brand Enhancers” for E-commerce

Instead of cold messaging, offer a local **lead magnet campaign** where you print postcards and handle delivery.

EXAMPLE: “We’ll design, print, and deliver 1,000 postcards in your neighborhood starting at \$299 — including a free map targeting the best postal codes.”



Use tools like

Canada Post Precision Targeter

Offer a **turnkey solution** with minimal work for the client.

This works for:

- Realtors
- Local service businesses
- Political campaigns
- Restaurants

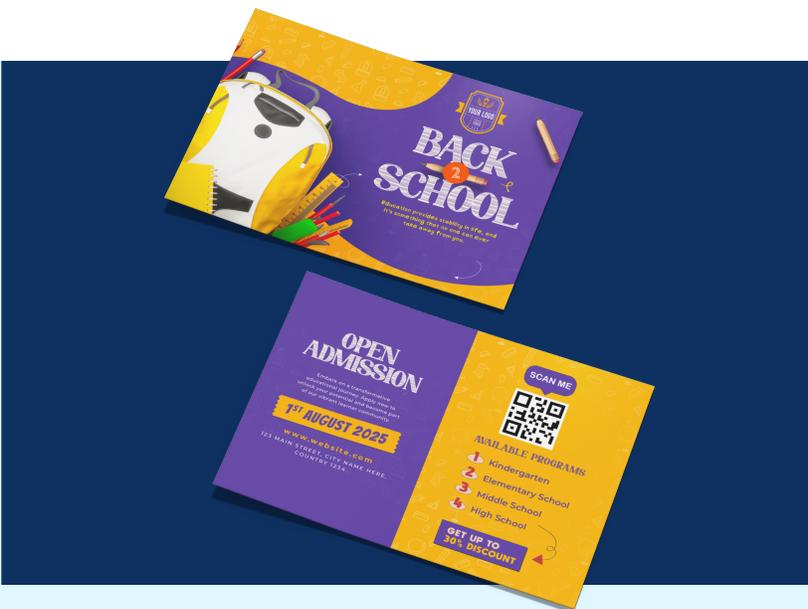
Launch Seasonal Campaign Packs by Industry

Prepare **industry-focused postcard packs** clients can customize and order quickly

Example Seasonal Packs:

Holiday Promo Cards For salons, gyms, photographers

Back-to-School Campaign For tutors, music schools, daycares



Holiday Promo Cards

Back-to-School Campaign

Real Estate Farming Pack 4 designs for seasonal farming



Use Canva to build editable templates and offer:

- Ready-to-go artwork + print for one flat price
- Option to add client logos and custom text

Sell as: "Plug & Print Postcard Packs"

Create Sales Assets with Free Tools

Canva



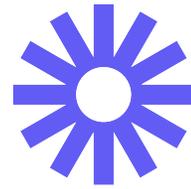
Build postcard templates and branded catalogs

MockupEditor



Create visuals for postcard packs

Loom



Walkthrough videos of products or design sets

Tally.so



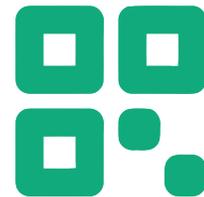
Simple quote or order forms

PDFescape



Edit and personalize PDF catalogs

QR.io



Create branded QR codes

Upsell Ideas After First Order

Postcards are a perfect foot in the door — after the first order, follow up with:

Matching Business Cards



Matching Custom Presentation Folders



Matching Branded labels or stickers



Postcard campaigns for new seasons or events

