

FOR IMMEDIATE RELEASE

MODERN POSTCARD® TO EDUCATE CHICAGO-BASED MARKETERS AND BUSINESS OWNERS ON DIRECT MAIL MARKETING WITH A FREE NATIONAL SEMINAR

The California-based company will take its powerful seminar on the road to help professionals learn smart direct marketing tactics that target prospects, increase responses and boost sales.

CARLSBAD, Calif. (April 8, 2016) – Modern Postcard®, leader in direct mail marketing and quality printing for over 20 years, will offer its expert-led Direct Mail Crash Course (DMCC) in Chicago, Illinois on May 19. The Company encourages marketers, executives and business owners to register and attend its renowned educational seminar to learn the best ROI-producing direct marketing practices. The event is completely free and attendees will leave with a complimentary \$250 print voucher to jumpstart their future direct mail campaigns. Visit modernpostcard.com/seminar to register at no cost.

Today, ineffective marketing can cost companies thousands of dollars, or even shut down business entirely. There's a misconception of direct mail being a marketing medium of the past, but modern studies not only prove it works, it is relevant and thriving. Direct mail outperforms all digital channels by nearly 700% in terms of response rates (*2015 DMA Response Rate Report*).

The DMCC seminar will not only cover direct marketing, but how to successfully integrate highly-targeted direct mail with digital marketing such as online, social, email and mobile. With 4 hours of valuable knowledge sharing, including real case studies, attendees will take home the industry's best kept secrets to launch powerhouse direct mail campaigns that get new customers, keep loyal followers and increase sales. Whether marketers are looking to improve their company's ROI, impress their CEO, or train their team, Modern Postcard stands as an experienced partner in direct marketing education and continued success.

Modern Postcard works with a diverse range of clients all over the United States, so hosting the DMCC seminar in Chicago allows local businesses to get important face time, have their questions answered, and see what it is like to partner with The Company's in-house experts.

"Modern truly stands out from the competition because we offer a complete suite of direct marketing services, all under one roof. With strategy, lists, creative, printing, mailing and tracking, virtually any Chicago-based business can quickly and easily implement a successful direct marketing campaign," said Keith Goodman, Vice President of Corporate Solutions for Modern Postcard.

The [Chicago DMCC](http://modernpostcard.com/seminar) will be held on Thursday, May 19 at the Marriott Courtyard Magnificent Mile from 9:30 am – 2:30 pm. Check-in and registration take place between 9:30 – 10:00 am. The seminar includes free registration, complimentary breakfast and lunch, plus a printing voucher worth \$250 for future campaigns. Attendees are welcome to bring colleagues or their entire marketing team; however, all guests must register online prior to the event.

Visit modernpostcard.com/seminar for more details, a complete schedule and to sign-up online for free. Or, interested attendees may also call **800.406.1705** for more information. Seating is limited, so those interested are encouraged to reserve their seats as soon as possible.

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“Personally, I have always loved Chicago. The people, the food, the entertainment, and the fact that it’s one of the best walking cities in the country. But the thing I love most about hosting seminars in Chicago is the passion of the business people in the city. They are willing to share stories about what helped them become successful as well as openly discussing the challenges they are having. It’s important to hear how businesses are doing in different regions around the country, and with Chicago as the mid-west’s trend-setting city, I always get a great read on the direction things are going in that region,” Goodman said.

Modern Postcard’s Direct Mail Crash Course is led by its in-house specialist and presenter, Keith Goodman. With over 20 years of industry experience, Keith is one of the nation’s top experts in direct mail marketing. He partners with clients such as Ancestry, Phillips-Van Heusen, Seamless and Time Warner to create customized, results-oriented direct mail solutions that drive new business.

The interactive DMCC seminar features real client examples and will go into great detail, teaching attendees how to:

- ✓ Immediately get new customers using direct mail
- ✓ Increase ROI for your valuable advertising dollars
- ✓ Drive response rates with compelling creative
- ✓ Successfully integrate digital with direct marketing

“Direct mail is one of the most effective types of advertising a business can do. For decades, it has been a cornerstone for customer acquisition and retention, from America’s largest brands to inexperienced startups. Like any other type of marketing, it is critical that it be done correctly to maximize ROI. Our Direct Mail Crash Course helps virtually any type of business launch effective direct mail campaigns by sharing our experience and data from years of helping thousands of businesses succeed,” Goodman said.

About Modern Postcard

Located in Carlsbad, California, Modern Postcard works directly with businesses of all types to help them acquire and retain customers with direct mail, print promotions, data services, email, web, mobile and other proven direct marketing solutions. All creative, design, production, printing, mailing and shipping is managed in-house from the company’s state-of-the-art, 75,000 square foot facility. For more information, please call 800.959.8365 or visit modernpostcard.com.

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