

Ballpoint Marketing Introduces New Direct Mail Product, Americana Postcards, For Real Estate Investors

Ballpoint Marketing releases retro-themed Americana Postcards to help real estate investors stand out among the competition

ST PETERS, MO, USA, October 12, 2022 /EINPresswire.com/ -- [Ballpoint Marketing](#), a leading handwritten direct mail marketing agency, is happy to announce the release of its new product – [Americana Postcards](#).

The Americana Postcards feature seven different retro 50s themes, which can bring nostalgia to older sellers and would be loved by the younger ones.

These retro-style postcards fitted in eye-popping 4x6 graphics are ideal promotional tools for real estate investors and can help them reach out to potential sellers.

When asked what makes Americana Postcards different from others, Justin Dossey, Ballpoint Marketing's spokesperson, said it has to do with how it is produced.

"Compared to others that use printer font, we use real inked messages on our postcards. They are handwritten by our state-of-the-art machines that reproduce human handwriting," Dossey explained.

Dossey also revealed that they use the "Color Persuasion Wheel" in the design and graphics of America Postcards.

"The graphics and designs of our Americana Postcards are created by a top brand-logo creator in



the REI industry. We make sure to incorporate elements of the scientifically proven Color Persuasion Wheel on each postcard we produced," Dossey shared.

Dossey further explained that the power of handwritten messages is far more persuasive than printed font.

This is explained in detail on their website.

"Prospects respond exponentially better to real pen-inked messages rather than a printed font.

We've tested it using regular print letters against real pen-inked letters.



The response was DOUBLE (even triple in some cases) with real handwritten, pen-inked postcards," Ballpoint Marketing wrote on its website.

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With Americana Postcards, we're seeing a higher conversion rate compared to similar products. We believe this is due to the beautiful, nostalgic imagery and handwritten messages with real ink.”

Justin Dossey

According to Ballpoint Marketing, handwritten messages provide a personal touch.

“People don't like being treated as a number. They want the personal touch of the company they're working with. Writing real handwritten messages on mailers is the first step to communicating you're a real business. They feel special for receiving a handwritten gesture.”

Many customers have already tried Ballpoint Marketing's Americana Postcards, and they only have praise for it.

One satisfied customer said it helps investors get and close more real estate deals.

"Ballpoint Marketing is the real deal. They produce an amazing product that is unparalleled in the industry. Bottom line, their product helps investors get and close more real estate deals," shared Steve Uhlig from Pennsylvania.

Ballpoint Marketing provides direct mail marketing services for real estate investors, agents,

insurance companies, and non-profits. Its direct-mail marketing strategies are designed to increase response rates.

Companies planning to buy Ballpoint Marketing's products or try its services should visit their website at www.ballpointmarketing.com. They can also be reached through their phone number at 636-242-8196.

More reviews from happy customers can also be found via Ballpoint Marketing's Google Business Profile.

Justin Dossey
Ballpoint Marketing
+1 636-242-8196
justin@ballpointmarketing.com
Visit us on social media:
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Justin Dossey
123 Ballpoint Rd
St. Louis, MO 12345
www.ballpointmarketing.com

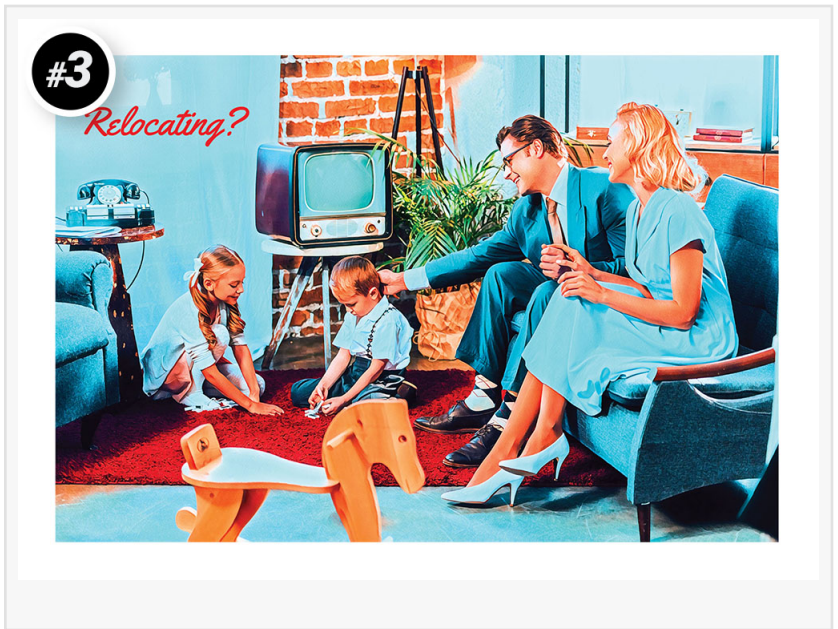
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- Justin

Joe Smith
123 Main Street
St. Louis, MO 12345



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