



3 Proven Ways Hallmark Cards Can Help Your Company Grow

In today's competitive market, companies often take various measures to [attract new business](#) and pique the interest of potential clients while maintaining the ones they currently have. Use of social media marketing, digital ads as well as traditional television and newspaper ads can all be very effective in growing your company, but it may not always be enough.

Feeling unappreciated is the #1 reason customers turn away from products and services. To garner brand loyalty, research shows that clients want to feel like they matter, and the statistics don't lie. Nearly 70 percent of consumers who switched brands did so because of poor service, according to [one news report](#). In other words, those companies failed to go the extra mile to make their customers feel special. So if you want to stand out from the crowd, give clients the VIP experience your competitors won't.

How might you do this, you ask? Well, the solution is quite simple. If your company wants to deliver a personal touch to clients that shows appreciation while getting important messages across, consider using a Hallmark card. Think about it. When was the last time you didn't open [a Hallmark card](#)? If you ask our clients who send them to their customers, they'll tell you Hallmark cards get their messages open, read, understood and acted upon better than other marketing formats. Below, we've included some examples demonstrating how:

Goal #1: Increase customer response

A specialty retailer wanted to beat their four percent response rate and drive a higher ROI. We custom designed a Hallmark card that fit their brand and included a message of appreciation along with an insert showcasing their offer. Customers also received coordinated emails reminding them of the offer. Response rates rocketed to 22 percent in online and instore sales. For every dollar spent on Hallmark cards, the campaign generated \$38.

Goal #2: Increase customer relationships

A utility company wanted to enhance their customer experience with an impactful solution that could be tracked and measured and give frontline associates a positive way to connect even after the interaction ended. By empowering their employees to quickly pick, personalize and send Hallmark cards they now get calls from happy recipients sharing how appreciated they feel. They went on to increase their [customer satisfaction](#) scores by 25 percentage points.

Goal #3: Boosting customer Retention

When we created an automated birthday card and e-card program for a financial service provider to foster loyalty and keep their product on the minds of clients, the buzz spread on social media. And the program consistently delivers a seven to ten percent increase in transactions.

Let Us Help!

Our clients use Hallmark cards as part of their business strategies—not just because it feels good but because it impacts buying behavior. Let us put the

power of Hallmark cards to work for you. Find out how we can help your business effectively reach and maintain a strong client base by [clicking here](#).