**DIRECT MAILING SERVICES**

Direct Mail is still one of the most effective tools to reach customers and generate valuable responses. According to the DMA (Direct Marketing Association) Direct mail achieves a 3.7% response rate with a house list, and a 1.0% response rate with a prospect list. All digital channels combined only achieve a 0.62% response rate.

* 70% to 80% of consumers say they open all of their direct mail
* Consumers report that they act immediately on direct mail vs email
* Response rates for direct mail are 28 times higher than email

Westshore Marketing Mailing Service is the one-stop solution to your direct mail campaigns. Your days can be busy and we understand that which is why we'll stamp and mail your custom postcards for you. In just a few days, we can have all your postcards labeled, stamped, and shipped with no hassle on your end. Choose from First Class Mailing sizes such as 4x6 and 4.25x5.5, or Standard and/or First Class Mailing sizes 5x7, 5.5x8.5, 6x9, and or Jumbo mailer 6x11. With so many sizes to choose from, you can target your audience with variety.

Postcards are a highly effective and efficient way to reach people. Whether you are promoting a business or announcing your wedding date, with Westshore Marketing Direct Mail Service, you'll get the highest quality postcard printing, using eco-friendly materials and methods, delivered to your customer on time. Our custom postcards are printed on the same heavy 15pt card stock as our business cards in full color, double or single sided, with your choice of gloss or matte finish.