

CLIENT APPRECIATION POST CARD PROGRAM

How It Works:

Silvercreek Cards is an ongoing program designed to keep you in constant contact with your database. Each month a new restaurant, venue or merchant is featured who provides an outstanding offer for you to send to your database.

Our design team creates a beautiful direct mail piece highlighting each month's offer. Each 8.5 x 5.5 postcard is printed in full color on high-quality paper. Using your photo, logos and personal contact info, you can personalize the back of each postcard into the provided template. The postcards can be mailed directly to your database, ensuring constant contact with your customers with no effort from you. There is no minimum or maximum order required. You can also have blank coupon cards sent to you to hand out, at a reduced rate. Your personal online account can be updated as you add or delete clients from your database.

Pricing:

The postcards are \$0.90 each. Many agents using this service partner with their preferred lender and split the cost, making it only \$0.45 per card. This is a great rate as it even includes the postage.

You have 2 options for placing the order:

OPTION 1

1. www.silvercreekprint.com
2. Click on Login/Create Account and sign up for an account
3. Once logged on click on this month's featured post card (*note: if there is no post card showing for this month, it means it is still in the works and will be available for order in the first half of the month.*)
4. You will be prompted to upload you database (attached to this email you will find a sample excel sheet that you can paste your database into following the example format. This excel sheet has backend code and it's necessary to use this specific excel sheet or the website won't recognize it)
5. After uploading the list you can preview the data fields to ensure your contacts an info is correct. You can also add the list to your library so it is available for future mailings.
6. Click Submit, then "next step" and the top right
7. You can then name your project and then click "next step" in the top right
8. Complete the form by verifying your contact info, uploading a photo and customizing your message. Once satisfied you can preview your card then click "Add to shopping cart" then "Proceed to Checkout"
9. Your lender can share your login and setup their portion or you can do it for them.
10. Click, Place Order and your postcard order will be placed into the production queue.
11. You'll have to repeat this process each month as it doesn't go out automatically.

OPTION 2

1. Email your database to Pat Quinn at patquinnboise@gmail.com. If you have questions, you can call him: (208) 870-5975
2. Pat will send out the postcard each month on your behalf until you request that he stops
3. He will bill you directly
4. If you edit your database send your updated database to Pat as necessary.

Deadlines:

Please remember that you need to order cards each month. The system will not do so automatically. If you have questions about the order deadline each month, please contact Pat Quinn, he is your main contact for the postcard program. Pat Quinn: (208) 870-5975 or patquinnboise@gmail.com. However, you may also contact Aaron Edwards with questions.