

Unlock the Power of Direct Mail



Mastering EDDM Postcards for Real Estate Success

In the world of real estate, standing out in a crowded market is key to success. With digital marketing becoming increasingly saturated, savvy realtors are turning to a tried-and-tested method: Every Door Direct Mail (EDDM) postcards. This blog post delves into the why and how of using EDDM postcards, a tool that promises to broaden your reach and maximize your marketing spend.

What is EDDM and Why Realtors Should Use It

Every Door Direct Mail is a service offered by the United States Postal Service (USPS) that allows you to send mail to every house on a chosen route without needing specific addresses. It's a game-changer for realtors looking to target entire neighborhoods effectively. What makes EDDM an appealing choice? It's cost-effective, offers excellent geographic targeting, and, most importantly, has a high engagement rate. A staggering 81% of recipients read or scan their mail daily, providing an unparalleled opportunity to capture attention.

Creating EDDM Postcards with Breakthrough Broker

Creating an EDDM postcard is a breeze, especially with platforms like Breakthrough Broker. They offer user-friendly tools to design postcards tailored for real estate listings. The process

involves selecting a visually appealing layout, incorporating high-resolution images of listings, and ensuring your contact information is prominently displayed. A compelling headline and a strong call to action are crucial. For a step-by-step guide, [check out this insightful video tutorial](#) by Nathan Froelich, Co-Founder of Breakthrough Broker.

Working with USPS for EDDM

Collaborating with USPS for your EDDM campaign involves a few straightforward steps. Firstly, pick a neighborhood you want to target. USPS allows you to choose routes based on various demographics like median income and household size. Next, understand the mailing requirements and complete the checkout process, including selecting the number of postcards and the drop-off dates.

Effective Marketing Strategies Using EDDM Postcards

EDDM postcards aren't just for listing properties. They are versatile tools for announcing open houses, showcasing client testimonials, or even sharing local community information. For instance, a postcard highlighting homes sold in the neighborhood with a message like "I just sold this house in your neighborhood – I can do the same for you" can be highly effective. Regular mailings, say once a month, help in building brand recognition and trust.

EDDM's Role in Career Development and Market Presence

Regular use of EDDM postcards can significantly impact your market presence and career growth. It allows you to test different markets and adjust strategies as needed. This flexibility is invaluable in the dynamic real estate industry. EDDM postcards are not just marketing tools; they're a statement of your commitment and professionalism.

Every Door Direct Mail postcards are a powerful yet underutilized tool in real estate marketing. They offer a unique blend of reach, engagement, and cost-effectiveness, making them an essential component of your marketing arsenal. Ready to take your real estate career to new heights? Contact William Murphey at 954-249-8300 or email William@MyMagnaRealty.com for expert guidance and assistance in leveraging EDDM postcards for your real estate business.