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Latitude 53 Greeting Cards for Business Build Stronger and Longer-Lasting Relationships with YOUR Most-Valued Customers

Hints and tips for sending cards (Quarter 1 2010)

The key to making your personal communications work is to get to know a little more about your customers. Do they like sports? Are they interested in the arts? You can then find reasons to send them something that will be of use and interest to them.

Another way of finding a reason to send a card might simply be a date in the calendar.

We recommend that you find 3 or 4 reasons to send your key clients and customers something each year.

Below you will find some ideas to get you thinking about how you might find those 3 or 4 reasons to send your customers something thoughtful and/or useful across the coming year.

Here are some ideas for your first-quarter communication.

	Content	Order deadline
January		
Start of tennis season (18 th January Australian Open)	Card inner contains dates of tennis grand slams	17 th December 2009
February		
Mid-winter (2 nd February)	Choose a stunning winter image	31 st December 2009
March		
St David's Day (1 st March)		29 th January 2010
St Patrick's Day (17 th March)		12 th February 2010
Start of Spring (21 st March)	Choose a Spring floral image	12 th February 2010
First major event of horse-racing season (Cheltenham Festival)	Card inner contains key events in the racing calendar	12 th February 2010

If you have any questions on this bulletin, or you would like to discuss how you might use Latitude 53's greeting cards within your marketing communications, call Andrew Helm on 0844 504 5353 or email andrew@latitude53.co.uk