

## Southland Automation Inc. Giant Post Card Benefits

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The Giant Post Card can provide the following benefits:

- **Client Mindshare** - receiving a Giant Post Card definitely places your product in the client's mind, an engaging photo will keep it there.
- **Triple Message** - the Giant Post Card delivers three messages to the client, the picture can show off the product, the caption can provide a "catch phrase", and the handwritten body can deliver a sales pitch.
- **Multiple Recipients** - a Giant Post Card sent to one recipient tends to remain in the office for others to see and ask about. This puts the recipient in a position of explaining the situation and your product.
- **A Physical Presence** - the Giant Post Card is large and physical, it can and will be passed around - everyone who touches it will get the message. (Can you think of another sales letter that get passed around and admired?)

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