Holiday Greeting Card Tips: How to Prepare Your Recipient List

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Business holiday greeting cards are an excellent way to make an impression on your customers and colleagues as you spread a little holiday cheer. These simple items can also demonstrate your thoughtfulness during the holiday season â€“ fostering existing business relationships, as well as attracting potential customers and reminding old customers you are still open for business.

For all the usefulness it brings to your business, sending greeting cards can be a challenging chore â€“ if you fail to do some preparation. The first thing to remember for a successfully distribution of holiday greeting cards is by keeping a greeting card mailing list of all customers and other important business contacts. To give you an idea, here are a few simple tips in putting together a business holiday greeting card list:

â€¢ Maintain a spreadsheet of holiday greeting card contacts. You may create this spreadsheet on your computer and then save it to an easily accessible place.

â€¢ Continuously update your spreadsheet especially as you acquire new contacts. Every new contact is important to your business so make sure to add them to your greeting card recipients.

â€¢ Always remember to add customer contact details to your list whenever possible. The full name and addresses are the most important information to take note of although it is okay to be as detailed as possible when collecting contact information.

â€¢ Include appropriate titles. Getting the contactâ€™s title (Mr., Miss, Mrs., Engr., Dr., etc.) is essential to make sure that the envelopes are addressed properly.

â€¢ Be sensitive about the holiday tradition of each of your contact by learn about their preferred holidays. Knowing this is a plus factor for your business as it shows your customers your careful attention to detail.

â€¢ If thereâ€™s no way of finding out a contactâ€™s preferred holiday tradition, consider sending a non-specific greeting card just to be on the safe side and avoid offending them if you got the wrong holiday.

â€¢ Before ordering your holiday greeting cards, review your recipient list to check for errors and to avoid missing anyone out.

â€¢ Before addressing the envelopes, double check if you got the names and addresses right.

â€¢ It would be better to prepare the list way ahead of time so still have some time to spare in case you spot any error.

â€¢ Give yourself and your staff enough time to address and put your signature on each card so avoid the holiday mail rush. Ideally, holiday greeting cards are mailed around ten days prior to the holiday to ensure their timely arrival. Allocate additional time if you are sending greeting cards to contacts abroad.

The simple gesture of sending holiday greeting cards can be the deal breaker that you need to establish good business relationship and keep a customer from even taking a look at what your competitors have to offer. Make sure to keep a thorough greeting list to ensure that your task of

sending business holiday cards this year is as stress-free as possible.

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