

Easymailmaker.com Announces Release Of Marketing Podcast Increase Your Direct Marketing Knowledge

By Postcard Marketing Group

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So many small businesses waste a lot of money everyday on their direct marketing efforts by not understanding the most effective methods and tools to use. Our podcast helps listeners learn what they need to in order to compete against competitors

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EASYMAILMAKER.COM ANNOUNCES RELEASE OF THEIR MARKETING PODCAST Boost Your Knowledge On the Direct Marketing Industry

Postcard Marketing Group who manages the website <http://www.easymailmaker.com> and helps small businesses and realtors take control of their direct marketing campaigns have just announced the release of their podcast. The podcast can be listened through Itunes later this month and through most major podcast directories.

Travis Batting, CEO of Postcard Marketing Group says “Everyday small businesses lose money with the marketing material they send out. Our job as a printer and a direct marketing company is to educate others on the most effective way to market themselves with the combination of quality, copywrite, mail lists, and technology. Our podcast helps small businesses that wear multiple hats day to day to be able to learn what they need to compete with large companies. Our free marketing analytic tools on our web-site allow companies to measure the ROI on their marketing, which even many large organizations don't know. This gives us small companies a definate edge.”

www.easymailmaker.com allows users to sign up for a free account to create, design, customize and order products such as postcards, business cards, flyers, brochures, automatic postcard newsletters, and more. They also educate clients on the use of combination marketing and combining direct mail with PURL's(landing pages) which dramatically boosts ROI. They use marketing analytics to help clients understand how effective their ROI is and what they should improve.

People can now view their podcasts through <http://odeo.com/channel/792693/view>

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If you'd like more information about this topic, or to schedule an interview with Travis Batting, please call Kecia McLaren at 866-790-MAIL(6245) or email info@postcardmarketinggroup.com

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Postcard Marketing Group is your own free marketing portal to help you create and print full color direct mail campaigns, organize client contacts, track campaign results, customize postcard templates, develop customized PURL's, and provide full mail house and list provider services. All this makes us your professional postcards, business cards, brochures, newsletter, and direct mail marketing provider and

printer.

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