

Marketing Your Product or Service

5 Rules to Know Before You Send Holiday Cards to Clients This Year

As the holidays draw nearer, your to-do list gets longer. And if you don't have a fleet of elves at your service, you might consider skipping holiday cards for clients. But think twice before crossing it off your list this year. It's a simple tradition that can only improve your image among clients and business associates.

Follow these tips for making your greetings to customers merry and bright:

1. Keep it simple.

There's no way to know or acknowledge the religious affiliation of each client, so many businesses opt for a "happy holidays" or "season's greetings" message instead. Avoid jokes or cartoons as well. Drunk Santas or naughty elves aren't funny to everyone. Stick with tasteful, traditional images to be safe.



2. Personalize the message.

If you can afford custom cards, many online printing sites allow you to include your logo. Adding a photo is a good idea, too, especially if most of your client interaction is over the phone or email. If it's possible, include a brief handwritten note on each card.

3. Spend money.

If you're going to send cheap cards, don't send any at all. Think of your holiday card as an extension of your brand. Unless you're a graphic designer, don't create one yourself.

4. Update your list.

Use this chance to clean up your client list. Send cards to anyone you've done business with in the past year. It's a great way to get a jump start on leads for the new year.

5. Get them out.

Many people take extended vacations around the holidays. Check the calendar and make sure to mail your cards so they arrive before most people take off. If you can't get them out before the end of the year, consider sending Happy New Year cards instead.

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