

## Stone Legends Post Cards

Location: Media Support/Postcards



Post Cards are a simple little bit of marketing. You can shoot them out as emails, using the files in the location box below, but they are intended for mailing. Open a contact in StoneWorks, then click on “Mailings” and click “New”, then make a selection. See the pages below for a catalog of our postcard designs.

Post cards have a space on the back for a personal message, one of their most important attributes. You should have the mail room bring the card to you before mailing for this personal message. To see the contents of the printed back of the post cards, go to the pdf file in Media Support.

Send a post card to give the contact/customer a small reminder. The personal message is a great way to give the customer the idea they have a one on one relationship with us. Use it to help build the idea of a relationship in the customer’s mind.

To send a postcard, open a contact in StoneWorks, then click on “Mailings” and click “New”, then make a selection. See for a selection of postcard designs useful to the project follow up stage.

*(See all the available post cards on following pages)*


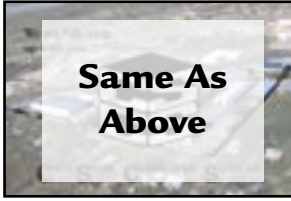




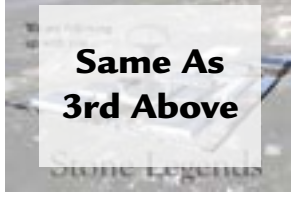
### Our Post Card List, as it appears in StoneWorks

Some of the post cards listed are not pictured, do not use them. Also avoid using GP post cards.

To the side and on the next page are images of these post cards, for exact contents of the back of the card, see the pdf file via the location box.













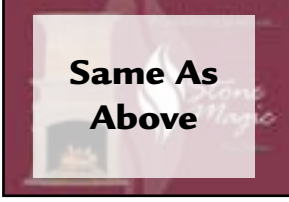

### StoneWorks - Post Card List

- Post Card - CSCS (Custom)
- Post Card - CSCS Follow-Up (Cust)
- Post Card - CSCS Send Plans
- Post Card - GP (Custom)
- Post Card - GP Follow-Up (Custom)
- Post Card - GP Interior Accents
- Post Card - Photo Rebate (send Ph)
- Post Card - Showroom Announcem
- Post Card - SL (Custom)
- Post Card - SL Branding (Cold Call)
- Post Card - SL Columns
- Post Card - SL Follow-Up (Custom)
- Post Card - SL Inventory
- Post Card - SL Landscape
- Post Card - SL Pool
- Post Card - SL Services Offered
- Post Card - SL Stairs
- Post Card - SL Technical Support
- Post Card - SL Website
- Post Card - SL Window Surrounds
- Post Card - SL Window Surrounds
- Post Card - SL Window Surrounds
- Post Card - SM (Custom)
- Post Card - SM Follow-Up (Custom)
- Post Card - Stone Legends Galleria
- Post Card - Stone Legends New Ca
- Post Card - Stone Magic Galleria Pi
- Post Card - Stone Magic New Catal
- Post Card - To Be Named ...

Our Post Cards	
	
CSCS (Custom)	Photo Rebate
	<b>Do Not Use GP Postcards</b>
CSCS Follow up (Cust)	Showroom Announcem
	
CSCS Send Plans	SL (Custom)
<b>Do Not Use GP Postcards</b>	
GP (Custom)	SL Branding (Cold Call)
<b>Do Not Use GP Postcards</b>	
GP Follow up (Custom)	SL Columns
<b>Do Not Use GP Postcards</b>	
GP Interior Accents	SL Follow Up (Custom)

Location: Media Support/Postcards

# Our Post Cards (continued)

 <p>SL Inventory Sale</p>	 <p>SL Website</p>	<p><b>Do Not Use GP Postcards</b></p> <p>Stone Legends GP Invit</p>
 <p>SL Landscape</p>	 <p>SL Surrounds 1</p>	<p><b>Do Not Use</b></p> <p>Stone Legends New Cat</p>
 <p>Pool and Patio</p>	 <p>SL Surrounds 2</p>	<p><b>Do Not Use GP Postcards</b></p> <p>Stone Magic GP Invit</p>
 <p>SL Services Offered</p>	 <p>SL Surrounds 3</p>	 <p>SM New Catalog</p>
 <p>SL Stairs</p>	 <p>SM (Custom)</p>	<p><b>Use this Name for the cards (shown to the right) that are not on the Stoneworks list</b></p> <p>To Be Named</p>
 <p>SL Technical Support</p>	 <p>SM Follow up (Custom)</p>	 <p>SM 90-Day Follow up</p>

Unlisted Post Cards

 <p>SO Catalog Follow up</p>
 <p>SM B</p>
 <p>SM 90-Day Follow up</p>