



Essential PostcardMania:

This is our company — 8x11 style. Everything you need to know, on one page.



Who we are

We are PostcardMania — a marketing firm in sunny Clearwater, FL. We are 170+ bright, dedicated professionals.



Postcard marketing has increased their practice business by 30% in the last year.

What we do

We join with small to medium-sized businesses to help them promote. This results in more customers, and consequently, more money for them. So far, the responses to this additional income have been very positive.



How we do it

We offer a wide array of marketing strategies and services. We began with direct mail postcards, but now also offer website design, email marketing, and social media solutions. We customize our marketing strategy based on each client's unique situation and goals. Because we really care about our clients, spending the time to learn about their business isn't a hassle for us. We dig it.



How we're different

Our advice is not based on what we think might work for our clients. Oh, no. We build our recommendations on industry-specific statistics compiled from what has worked for over 40,000 businesses from 350 different industries. This makes our results proven. No other company does that.



Dr. Jeremy Albert - Palm Concavities
Every time we send out a mailing, we see an immediate response and have more traffic to our practice.

Why you need us

You need us because we get results and don't take chances with your money. Our campaigns are proven (see above) and they work. Last, but certainly not least, we genuinely care about your success — it's why we do what we do.

That's us. Call 1-800-628-1804 to speak with a personal marketing consultant (who are all pleasant), and we'll help you grow that business of yours.



PCM Roots: The Narrative

Where we're from / Where we are / Where we're headed

In 1998 the direct mail postcard industry was in its dribbling-baby stage. There were a couple small companies throwing around the idea, but none of them sold directly to actual business owners, preferring to provide their services only to advertising agencies.

But history was in the making. Joy Gendusa, a graphic designer who was freelancing for newspapers and small businesses, needed a way to promote her service to these potential clients. She called up a printer to create her custom postcard.

When she received her proof from the printer it had the printer's phone number on it. "Why should their number be on my ad?" the aggravated entrepreneur asked herself. She politely asked them to remove it and they said they would be glad to — for \$50.

That day Joy decided to start a postcard marketing firm to give small businesses great customer service and free marketing advice without a catch. Thus, with a phone, computer and no capital investment, PostcardMania was born.

In just seven years, her fledgling business rocketed from "blip on the radar" to industry leader. 2005 saw PCM named to the Inc. 500 list (which announces the fastest growing privately held businesses in the U.S.), becoming a multi-million dollar company along the way.

Six years later we still operate under the same business model, Joy still provides visionary leadership — and we're still growing. We now offer more variety with services like email marketing, website design and social media guidance. 170-strong in staff, we continue to lead the industry in innovation and effectiveness, serving over 40,000 clients. And we're always looking for more.

So where do we see this PCM thing going in the future? What's the end-goal? World domination? Diversification through the acquisition of a coffee franchise?

No. Well, actually wait — no, definitely not.

Our goal is the same: help business owners grow their businesses with relentlessly effective marketing strategies. We just plan to do it for an increasing number of businesses. Maybe even yours — but that's up to you.

We're ready if you are.

We want you to know us (and like us), so you feel comfortable making us a part of your team. We're like your own little marketing division — only, we're big. Without further ado, here are 10 glimpses into life at PCM:



1. At staff meeting every Monday, we read customer emails that report their success and applaud them. No joke, we clap for you.
2. We do Pro Bono work (which, believe it or not, isn't a way to support U2). In 2008, we gave away 207,500 printed pieces to world-bettering non-profit companies. In 2009, we bumped it up to 371,000 pieces. We love people that help other people.
3. The floors of PCM headquarters are patrolled by the Morale Department, which consists of two white Maltese named Lexi and Lulu. They always have right of way.
4. Our manufacturing department has three separate teams that literally work 24/7 to print, cut, sort and mail your postcards. That means at any given minute, even in the middle of the night, you can know we're working hard for you. Literally.
5. Ever since Pocahontas' melodic challenge we've been determined to see how high the sycamore grows. To that end, we recycle 850 tons of postcards per year. That's crazy heavy. Also, more accurately, it amounts to 14,450 tree-lives saved every year.
6. Our VP of IT used to be a male model — enough said.
7. For Halloween 2010, our executive team got fake spray tans. If we're that dedicated to costumes, guess how dedicated we are to growing your business. Hint: It's a lot more.
8. Our team of real-life receptionists makes sure you never go to an automated message system. We think those are lame. You deserve to talk to us, not accent-free RoboJane.
9. Upon initial investigation of our waiting area, it may appear our 2009 employee of the year was a velociraptor. This is not the case. 2009's winner was in fact Marketing Art Director and Photoshop genius, Chris.
10. Again, we'd like to emphasize we do not employ carnivorous, pack-hunting dinosaurs. Our office is a safe place to visit — and we'd like you to do so! If you happen to be in the area (or not), please stop by!