

5 Big Reasons Why Businesses Are Using Hallmark Cards



Hallmark cards perform better than other marketing tactics.

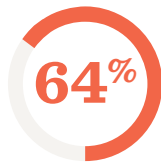
+6% More shoppers visited a store after receiving a Hallmark card.

+9% Increase in sales when using Hallmark cards as a marketing format.

Client-reported results



Hallmark cards create a better customer experience.



64% of consumers say greeting cards make them feel special (vs. 15% for emails and 5% for texts).

USPS mail data



Cards change the way digitally native populations feel about your brand.

2x

Millennials are 2X as likely to feel noticed when they receive a greeting card.

8/10

Millennials and Gen Xers save the cards they receive.

Hallmark Greeting Card Attitudinal and Behavior Study



Hallmark cards perform better than corporate-designed cards.



72% of consumers prefer a Hallmark card to a non-Hallmark card.

HBC Consumer Direct Marketing Communications Study



Hallmark cards create social media buzz.

During a time when people use social media to voice complaints, Hallmark cards create positive posts and word-of-mouth marketing.



@MORGANHANNAH95

"MY INSURANCE REP. HAS PERSONALLY SENT ME A BDAY CARD EVERY YEAR SINCE I'VE BEEN WITH THEM & I THINK THAT'S THE NICEST THING. <3 MAKES MY DAY."

**SEE
WHAT
A
card
CAN
DO**

HallmarkBusinessConnections.com