

eCards – Yes or No?

Hey all,

Just checking in with the gang to see if people's opinions have changed on ecards. Yes or no?

I've been sending them to clients in the past, but I'm now wondering if I should spring for snail mail holiday cards this year.

---

I am sort of a belt and suspenders type of guy on this one. We send hard cards to many of our clients and referral sources and also send an e-card to most of the people in our Outlook address book.

However, I do have an ulterior motive. After I send out the e-cards, I get a double handful of responses telling me the e-mail addresses I used were no longer valid and during the post-Christmas lull, I clean out my address book, removing the invalid addresses.

John Martin Miles, Georgia

---

Another take on "handwritten" cards

<https://www.washingtonpost.com/business/2019/12/21/art-imperfection-people-are-turning-robots-write-their-handwritten-cards/>

Deb Matthews, Virginia

---

I remember the first time I got a letter with "handwritten" script on the letter and envelope. Stared at it for a good long while. When I was finally sure it was not actual pen and handwriting, I was just sorta annoyed at how much time I spent staring and it definitely did not persuade me to buy whatever it was they were selling.

Amy Breyer, California

---

I tend to not open eCards. I open every snail mail card.

I mail Thanksgiving cards. I write the person's name and a brief greeting and my staff signs each of the 500 cards. Clients and referral sources will email me thank yous.

Deb Matthews

---

Agree with Deb. Nothing says "I spent as little time on this as possible" like an e-card. I know it's old school, but I like the lush, embossed cards at [www.gallerycollection.com](http://www.gallerycollection.com). If you can get your order in fairly early, it's not too expensive. If I really like the client, I send a multi-flavor popcorn tin, cookies or similar. Favorite is [www.cheryls.com](http://www.cheryls.com).

Amy A. Breyer

---

We send traditional Christmas cards every year, although each year we whittle down the list. It doesn't happen very often, but every once in a while a client will specifically mention that they received and appreciated it. The cards I remember most are the ones where someone jots a quick note, even if it is just a sentence, rather than a robo-signed card or one with just the company name embossed on it with a generic message.

If I had an unlimited budget, I would send Kringles to everyone. A friend of mine used to get me one every holiday season. They were so delicious. They were devoured within minutes if I brought them into the office. My friend passed away a few years ago, and I can't remember the company that he would buy them from. I think it was from Racine, Wisconsin, but that doesn't seem to narrow it down.

Michael J. Polk

---

Personally, I get a little annoyed by e-cards. It's like saying "I only give a partial #@\$% about you." At least, that's how I feel when I get them from family. I've never gotten e-cards from professional acquaintances. I'd almost rather get nothing than an e-card.

Ryan Young, Virginia

---

Mike, I'm also a big fan of Kringles. Here's the website:

<https://www.kringle.com/>

Andrew C. McDannold, Florida

---

I emailed Mike separately, but Mr McDonald's email prompted this public response.

As a Racine, WI, native, I posit quite strongly that the only acceptable kringle is O&H Bakery kringle. If you're not in Wisconsin, you can get O&H kringle online and at Trader Joe's.

Please note, I am not affiliated with any kringle company and get no benefit from recommending one kringle over another. If they could pay me in kringle, though, I'd be in O&H's pocket in a heartbeat.

Also, de gustibus non est disputandum, so YMMV.

Andrew Wentzell, Florida

---

I also tend to think less of people who send e-cards than those who send nothing at all.

Bert Krages, Oregon

---

There are a number of malware exploits that use e-cards. I delete e-cards without viewing them due to risk factor.

Darrell G. Stewart, Texas

---

Just read this interesting article:

Greeting Cards Are Still A Thing In The Digital Age. Thanks, Millennials

<https://www.npr.org/2019/02/14/691963430/greeting-cards-are-still-a-thing-in-the-digital-age-thanks-millennials>

Eugene Lee, California

---

Yes, I can understand that. I had a client really tell me off for sending her an ecard last year. I was surprised by the strength of her displeasure.

On the other hand, I did get some nice thank yous and more than a few case referrals for a total of \$5 investment. I may employ a hybrid / multi-tier approach this year to see if that produces better results. But to be clear, I'm looking at this strictly from an ROI perspective - balancing the business revenue generated against the costs and time required.

Eugene Lee

---

eCards are a millennial's way of trying to be engaging. It is bullsh\*t in my opinion. If you care enough about someone to communicate with them, then take the time to show you truly thought about what you were doing rather than hit a send button to whoever is on your contacts list.

Robert "Robby" W. Hughes, Jr., Georgia

---

I think people appreciate physical cards more and the chances of them not even noticing an ecard is high.

Lesley A. Hoenig, Michigan

---

Pretty sure Millenials are as uninterested in ecards as literally everyone else.

Lesley A. Hoenig

---

I thought I would report back to the group on my results.

I sent out roughly 1,200 ecards 3 days ago. So far, around 320 recipients have opened them. I've gotten about 5 nice, complimentary thank you replies. No angry replies so far. One client told me he doesn't click on links in emails and that's why he didn't open my ecard. But he didn't seem offended or upset by the ecard. Pretty anecdotal results, I admit, but this is all I've got.

Total cost for the cards was \$0 (don't ask me how, there was some kind of glitch). Total time spent, about 1.5 hours. It's only been 3 days so no referrals generated yet that I've identified. We'll see though.

I also did send out traditional cards and gifts to a select few. Those got enthusiastic thank you responses, which isn't all that surprising considering the cost and time involved. However, this method generated a referral already.

Interesting times we live in. . .

Eugene Lee

---

I sent out electronic cards for a few years, but gave it up because it elicited pretty much zero response. Here's the thing about such gestures--if it doesn't take any effort on your part it's not going to be perceived as thoughtful by the recipient. Facebook birthday wishes are a great example. It used to be that someone sending you a card--heck, even an email--on your birthday meant that they had taken the time to note your birthday someplace and at least compose a message for you on or around the appropriate day. Now, however, Facebook reminds you whose birthday it is every day. I have close to 1K friends on Facebook, and I get several hundred birthday greetings on my birthday--but for many of those posters, that's the only interaction I have with them all year. If I never heard from you except for a two-word "Happy Birthday" wish that maybe took you 3 or 4 seconds to send (and that FB prompted you to send), I'm not going to think you think I'm all that special. That's especially true in a business context where the underlying assumption is that your real goal is to make sure you remember I'm around.

Kevin Grierson, Virginia

---

Thanks for sharing your results so far, Gene.

Noel French, Michigan

---

As I said before, I am a belt and suspenders guy on this. My e-mail server limited me to 250 per day so it takes about four days to send all of the e-cards. Then my project is to take all of the notices from mail postmaster that the addresses are bad and clean out my contacts list. I try to find an excuse to send some sort of e-mail to my contact

list about three or four times a year, just to keep my name in front of my clients and prospects and referers.

In the second batch of e-cards, I got a response from a client I hadn't heard from in over five years and he is coming in between Christmas and New Years to form an LLC and the related documents like buy-sells and probably a will update. All in all a good return on less than an hour's time so far and I am only through the L's.

John Miles

---

Ha! I was just thinking of this thread yesterday. A family member sent me an ecard. I just deleted it without reading. This same person also sends chain emails. You know, the ones from the 90s that say you'll get good luck if you pass it on to 10 people.

Ryan Young

---

As an elder law / estate planning / probate attorney, my clientele consisted mostly of Baby Boomers and older., and, with the exception of our sons and their, our friends and relatives are also all Baby Boomers and older - all from the "Tactile Generations". So, we still send only the old-fashioned kind of holiday greeting cards, even to our sons and their wives and the grandchildren.

Even the grandchildren like the old-fashioned cards. Or maybe it's the \$2 bills that we put inside them. (I hope they never learn about Bit Coin!).

Rod Klafehn, New York

---