



Go for the Gusto: Fastest Growing Postcard Marketing Company in Nation Takes Home Another Gold Medal

Inc 500 Company's creative department makes its website more user friendly for its customers and wins creative award.

Clearwater, FL ([PRWeb](#)) February 27, 2006 -- You may think that "Going for the Gold" is a theme reserved only for the Winter Olympics, but PostcardMania also went for the Gold in the renowned Awards of The American Association Of Webmasters. Like the Winter Olympics where athletes typically strive to be victorious for their country, the PostcardMania team achieved their Gold by thinking of their customers, not their bottom line.

As one of the world's peak internet bodies, the Awards of The American Association Of Webmasters (www.aawebmasters.com) are amongst the most prestigious available - and hence, amongst some of the more difficult to win on the web. The Gold Award itself represents the pinnacle of website design in the United States. Only a smaller proportion of the applicants will eventually secure this coveted prize as the AAWM only rewards those webmasters who have excelled in all fields of their criteria.

When asking PostcardMania's VP Marketing, Joe Niewierski, about the strategy for redesigning PostcardMania's website that eventually got them the Gold, he replied, "We just kept our customers in mind and wanted to make it easy for anyone to have access to free and informative marketing articles as well as the tools essential to growing a business." His webmaster, Alan Brusky, built the website to Joe's specs.

In addition to helping businesses grow through the use of direct mail postcard marketing techniques, PostcardMania donates hundreds of thousands of postcards every year to non-profit organizations working to help mankind and make the world a better place.

"We see all the hard work and dedication that you have put into constructing your website and your efforts are well deserved. Your site displays a nice clean design and layout of website, with quality content and informative information for your visitors" said the AAWM in their congratulatory remarks to PostcardMania.

About PostcardMania:

PostcardMania is a full service postcard direct mail marketing company which includes graphic design, printing, mailing list acquisition and mailing services with free marketing advice. Joy Gendusa founded PostcardMania in 1998, her only assets a computer and a phone. By 2005 the company did over \$12 million in sales, employed over 100 people and made Inc. Magazine's prestigious Inc 500 List as the one of the 500 fastest growing companies in the nation. Visit www.postcardmania.com

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Online Web 2.0 Version

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