

Hallmark Greeting Cards

Frequently Asked Questions

Marketing on Demand (MOD) offers a variety of different Hallmark greeting card options to help you communicate with your clients and prospects. To view the available options, type “Hallmark” in the search box located in the upper, right-hand corner of the MOD homepage.

Here are answers to some of the most frequently asked questions related to the Hallmark program available through Marketing on Demand.

Q1. How do I place an order for Hallmark cards in MOD?

Click the “Place A New Order” link in the upper, left-hand corner of the MOD homepage and select Hallmark Cards. The system will walk you through the ordering process. The Help Center has a “How to place an order” document in the MOD Help Center that provides complete, step-by-step instructions for placing an order in MOD.

Q2. What are subscription programs?

Mailed and emailed cards are offered as a subscription program, meaning that the advisor can enroll all of their clients and prospects at one time. The system will send out the cards on the appropriate dates each year. The advisor can also update their order at any time to add/remove clients.

Once per year, the card offerings in MOD are updated with new cards. The advisor will receive notification of the change and doesn’t need to place a new order unless they’d prefer to send a different card design.

Q3. What are the prices for direct mail cards?

Direct mail greeting cards are 2.99 per card, with postage already included in this cost. Birthday cards are billed after each monthly distribution is sent, not annually.

Q4. How much does it cost to send ecards?

For AFG advisors, ecards are included in the \$25 monthly fee to send ongoing communications via MOD. AAG advisors are not charged to send Hallmark ecards or any of the other ongoing communications email options.

Q5. When are my ecards sent?

Birthday ecards are sent on the day of the recipient’s birthday. Holiday ecards are typically sent a few days prior to the holiday to ensure recipients using work addresses will see the message while still in the office.

Q6. How many greeting cards can I order at one time?

There is no minimum to the quantity of mailed cards that can be ordered at one time.

Q7. Do you offer team card options?

Yes, MOD offers birthday and holiday team card options utilizing a team signature block that includes all team members' signatures. To submit a team signature block, download the team signature document from the MOD Help Center and follow the instructions to have it added to your team profile. The signature is typically loaded into MOD within five business days.

Q8. If I don't have a digital signature on file, what options are available?

If you do not have a digital signature in your profile, MOD will automatically default to a scripted style font that uses the order placers marketing name. The Help Center has instructions on how you can submit a new electronic signature to MOD.

Q9. Can I preview my card customizations before placing the order?

Yes, you will be able to see a preview of your order during the Customization section of the order process. Note: If the scripted font is selected, this is the font that will appear on the envelope being distributed to the client/prospect. If a custom, digitalized signature is selected, the envelope will display with a standard font.

Q10. Can I view the list of clients/prospects I have distributed greeting cards to?

A list of all recipients for any Hallmark orders is available within the My List section to view or download. Click on the down arrow next to your name in the upper, right-hand corner of the MOD homepage and select *My Lists* from the available options.

For assistance, please reference the *What's New* section or visit the Help Center, both accessible via the Marketing on Demand homepage. If you still have questions after reviewing these materials, please call Advisor Practice Tools & Capabilities at 1.800.297.6663 and ask for "Marketing on Demand" support.