

# 10 Essentials for Effective Postcard Design

While securing a targeted mailing list is first priority in the world of direct mail marketing, design is a secondary factor that can greatly affect your response rates. Follow these top 10 tips to create postcard campaigns that perform.

## FORMAT

While our example format is a standard postcard, there are many other postal-friendly products to choose from. Sumo Size® cards, to 3-panel folded products, to custom die-cut shapes – the ideas to wow your audience are endless!

## HEADLINE

Headlines are meant to grab attention, speak to customers' pain points, or bring attention to the story you're telling. Craft headlines that provoke thinking – so prospects hold on to your mail piece longer.

## SUBHEAD

Subheads work as support content to the main headline, or as mini headlines that help organize thoughts and different blocks of content. Viewers will scan your piece quickly, so use subheads to your advantage.

## IMAGERY

Images and graphics should be relevant to your brand and interesting enough to make viewers hang on to your mail piece for a few seconds, considering your company's message or offer.

## OFFER

Motivate your audience to take action with a too-good-to-ignore offer. From physical coupons to online offer codes, your money-saving offer is the most important piece of your direct mail campaign.



## BODY COPY

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## CALL TO ACTION

A call to action (CTA) is the immediate action you want prospects to take, such as "call today" or "sign-up online." Make sure it's clear, simple and directs them to make the next move with the right contact information.

## CONTACT INFO

Giving users the tools to follow-up with your mail piece is imperative to your campaign's success. That's why contact information needs to stand out and is typically paired with the call to action.

## LOGO

Make your brand presence known with your company's logo and/or name. It's important that prospects immediately recognize your brand, so they can follow-up with the correct place of business.



## POSTAL REGULATIONS

Be sure to follow the [USPS' requirements](#) for designed mail pieces to be properly processed and delivered, at a minimum cost. This may include special dimensions, clear zones, mailing panel details, folds and more.

## Get Direct Mail Design Help

Find a wealth of information at [modernpostcard.com](http://modernpostcard.com) or call our expert team directly at **800.959.8365**.