



Direct Mail Retargeting

DESIGN GUIDE

Design for performance

Postcard retargeting does a specific marketing job very well: **moving your website visitor to the next step in the sales cycle.**

POSTCARD MARKETING ENGAGES WITH TWO SIDES

Imagine your visitor at home sorting through their mail a few days after they visited your website, and then flipping up your card. S/he will physically put it in a “keep” or “toss” pile. If it’s kept, it lands on the kitchen table, fridge, or next to the computer as a reminder.

The recipient won’t stop what they’re doing to immediately respond to the card. But that’s okay. Design it so both sides of the card engages the reader. Beyond using the same copy on the website, write a message that tells more of your story and clearly tells them what to do next.

GIVE THEM AN OFFER AND A CLEAR CALL-TO-ACTION

You might want your lost visitor to call, return to the site and fill out a lead form, go to a physical storefront, or come back to the shopping cart with an offer and buy. In any of these situations, they are already interested in your services or products. They just need a good reason to take the next step, and to know how to do it.



Best practices in designing your card

Write an Enticing Headline

Headlines are meant to grab attention, address pain points, or quickly convey the story you're telling. Keep them short, easy to read and relevant to your audience.

Use a Supportive Subhead

Subheads play alongside the main headline, helping to communicate and convince. Use them within your design to organize thoughts and label different blocks of content - a relief for prospects' scanning eyes!

Go Big on Imagery

In the mailbox, first impressions are everything. Images and colors register before messaging, so keep graphics bold, unique or crowd-pleasing.

Hand-Crafted Shoes from Recycled Material
EVERYDAY FASHION MEETS ECO-FRIENDLY



Brand Your Design

Prominently display your logo so every recipient can clearly identify and remember your business - especially when it's time to get in touch or redeem an offer. Brand recognition is another bonus to direct mail.

Make an Unrefusable Offer

Strong offers help customers feel valued and motivated to take action. From physical coupons to online codes, the offer is the most crucial component of a direct mail campaign that drives new business.

Best practices in designing your card

Plan the layout

Write copy that sets you apart from competitors. Structure the backside copy like a story that gets told across both sides of the card. Your visitor will see the addressable side first, so make sure the copy reminds them of why they visited your site and what to do next. It can't just repeat what's on your site. It needs to tell them who you are, and why they should value you.

RE:TREADS 1211 Jorgamund Square, Ste. 888
Carlsbad CA 92008

We created Retreads because we were tired of all the waste and materials because we were tired of all the waste and materials from used footwear. We believed that we could help take care of the planet, while also taking care of feet! If you feel the same, try us out for 30 days. If you don't like the shoes, send them back for a full refund - guaranteed!



Include Testimonials

Remind visitors that other customers find joy in your product.

Dianne
Dianne Notaname
President, CEO of Re:Treads

"I LOVE my new shoes! And I feel great knowing they're from recycled stuff. Looks good, feels better!" Jennifer K.

**20%-30% OFF
SITE WIDE**

Offer Expires xx/xx/xxxx

retreadswear.com | 800-555-1234

Dynamic Expiry Date!

We can make the expiry date on the offer adjust daily. We recommend 45 or 60 days, so ask us what's best for you.

Keep Contact Info Clear

Giving prospects the right directions to respond is critical to your campaign's success. Contact information should stand out and is typically placed near the offer and CTA.

Meet Postal Regulations

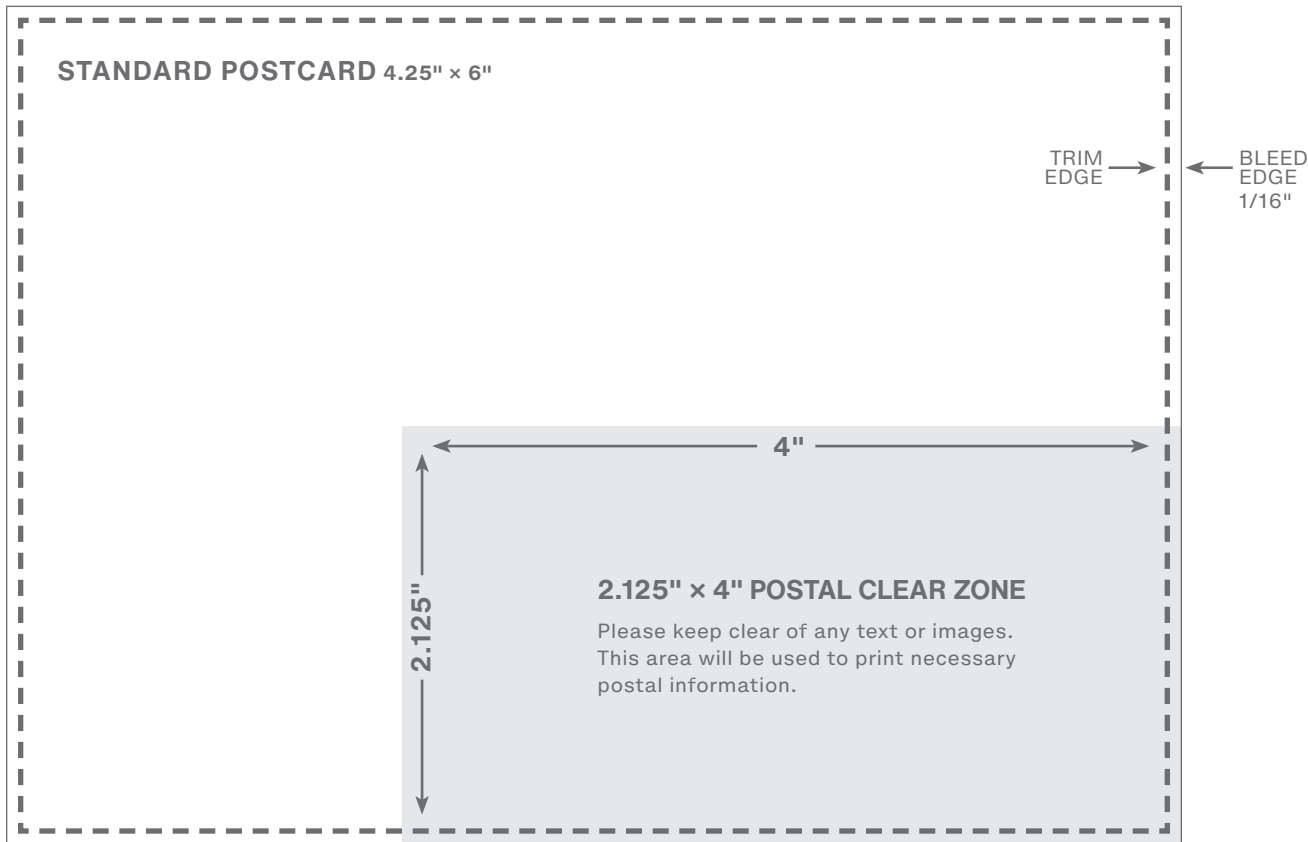
All mailing formats have guidelines for deliverability. Modern can help ensure your layout is mail-ready and meets the proper USPS® standards.

BONUS ADVICE

- ✓ Keep copy brief so your mailer is easy to scan, read and process
- ✓ Understand that shock-value images or verbiage only work if they are relevant
- ✓ Lead with benefits over features – what will customers gain by working with your business?
- ✓ Add an offer expiration date to create a sense of urgency
- ✓ Try A/B testing to see what design, offer, or messaging produces the best response. Make refinements to future creatives.

Postal Guide

This mailing template reflects current postal requirements and these requirements allow for the proper automated handling of your postcards. Please make sure your layout complies with this template.



FINAL DESIGN TIPS

- ✓ Build your document page size 1/8" larger to accommodate 1/16" bleed on all sides: 6.125" x 4.375"
- ✓ Keep text and crucial design elements 3/16" away from the trim edge to avoid them being too close to trim
- ✓ MiO Rich Black is CMYK 60/40/40/100
- ✓ For privacy compliance, we do not print return addresses on the cards

6 x 9 Postcard

**NO MAILING
ADDRESS IN THIS AREA**

To eliminate the risk of your postcards being returned to you by the postal automation process, any address that is placed lower than 2 3/4" from the bottom of the card should not contain a state or zip code. The Post Office scans this entire area for addresses and zip codes. Full Color on mailing side **MUST** adhere to postal regulations.

2.125" X 4" ADDRESS BLOCK

← TRIM EDGE

← BLEED EDGE

**AVOID THE
SHADED
AREAS**

The shaded areas must be clear of any text or images. This area will be used to print necessary postal information. Unless instructed otherwise, we will automatically comply with these guides when typesetting your card.

**ALIGN WITH LOWER
RIGHT CORNER OF MAILING PANEL**