

DESIGN RUBRIC - Score your postcard based on key elements needed for a successful postcard design.

	Click the links below for more information	Tested BEST 4	Good 3	Average 2	Low 1	Common Mistakes with a Negative Impact	Additional	Max Score	Your Score
Specifications	Size 4x6 , 5x8 , 6x11 (all three sizes have similar response rates)	Any of the 3 Sizes (sent daily)	Any of the 3 Sizes (sent weekly)	Letter (similar response but more expensive to mail)	Tri-Fold (response rates unknown and more expensive to mail)	Any Size Standard Mail (can take 2 weeks to deliver)	-	4	
	Quality	16 pt, UV Coating 1 side (MovingLeads.com)	14 pt stock	12 pt stock	10 pt stock	Poor Stock (deliverability issues)	-	4	
	Addressing & Name Quality	Name & Address Printed on Postcard (verified homeowner with correct name)	Affixed Label (verified homeowner with correct name)	Poor Quality List (includes LLCs, trusts, inaccurate names)	Use Raw Data (no verification of name, "current resident")	Handwritten Address (effective on envelopes only and does not improve response rates)	-	4	
	Safety Areas	If text and pictures within safety zone, and the bottom right-hand corner is clear of text for required area for address					Add 1	1	
	USPS Guidelines	The bottom 1/4" of back of postcard free of text (info in this area will be covered by USPS in order for equipment to read address.)					Add 1	1	
Specifications Total							14		
Strong Visual a Must	# of Pictures (front of postcard)	Single Image	2 Images	3 Images	4+ Images	Minus 2 No Visual and Relying Just on Your Logo	-	4	
	Subject of Picture	Moving Truck (stock photo)	People with Moving Boxes	Image of House with "For Sale Sign"	Image of Just a House	Minus 1 Non-Moving Imagery	Add 5 Custom Photo of Your Truck	9	
	Visual on Back	Your Truck or Your Crew	Stock Photo of Moving Truck	Icon or Graphic of Moving Truck	Logo Only	Minus 2 No Visual or Logo	Add 4 Picture of Sales Person	8	
	Logos Featured (Company / Van Line)	Company 1st Van Line 2nd (both sides)	Van Line 1st Company 2nd (both sides)	Company 1st Van Line 2nd (one side)	Van Line 1st Company 2nd (one side)	-	Add 4 Match colors to your logo & website branding	8	
Visual Image Total							29		
Contact Information	Phone Number	Salesperson's # (both sides)	Salesperson's # (one side)	General # (both sides)	General # (one side)	No Phone #	Add 1 Call Track #	5	
	Website	Unique URL (both sides)	Unique URL (one side)	General URL (both sides)	General URL (one side)	No URL	-	4	
	Email	Unique Email (both sides)	Unique Email (one side)	General Email (both sides)	General Email (one side)	No Email	-	4	
	Address	-	-	-	Address for Location (on back)	No Address (can't compare to other companies)	-	1	
Contact Information Total							14		

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	Tested BEST 4	Good 3	Average 2	Low 1	Common Mistakes with a Negative Impact	Additional	Max Score	Your Score
Offer & Pricing	Offer	Free Estimate or Virtual Estimate (customers value an estimate they receive immediately vs. offers that require hiring)	A Discount (must hire to get)	Multiple Coupons (can be overwhelming and must hire to get)	Free Boxes	No Offer	Add 2 Offer services they value like moving kits, satellite tracking, etc.	6
	URL website.com/offer	-	-	-	-	Minus 2 Printed seasonal offers on postcards means outdated offers are in circulation	Add 5 An "offer" URL entices consumers to type in full URL & only current offers can be featured on website	5
	Pricing Info	-	"Competitively Priced"	"Affordably Priced"	"Offering Hourly Rate"	No Pricing Info	-	3
Offer & Pricing Total							14	
Messaging & Personalization	Call to Action	Give a Deadline "Call Now" or "Call Today" (both sides)	Give a Deadline "Call Now" or "Call Today" (one side)	"Call Us" (both sides)	"Call Us" (one side)	None	-	4
	Headline "Moving? We Can Help."	-	-	Both Sides (tie together)	On Front	Confusing Headline	-	2
	Company Info Services Provided / Info Customer Needs	Less than 4 Bullets	More than 4 Bullets	Paragraph of Info (harder to read so often skipped)	Too Much Text (more than 60 words on one side)	Minus 2 Off Point Text (does not tell consumers what they need to know)	Add 2 Highlights Topic (i.e. safety for COVID in box or bullets)	6
	Proof of Professionalism	Add 3 Organization Logos (AMSA/ATA, BBB, State Assoc.)	Add 3 Ratings Logos (Yelp, Google, etc.)	Add 3 Customer Testimonials	Add 3 Mentioning Years in Business	Add 1 Family Owned (valued by consumers)	Add 2 USDOT, state license # and insured on postcard Minus 2 If forgotten since some states require	15
Messaging & Personalization Total							27	
Proofing	Final Test	Have your designer provide a proof of your postcard with just image(s) - no words or text. Print this out and show to at least 2-4 people (preferably someone that is not in your office). Can they immediately identify from the image(s) that the postcard is from a mover? Have them review the regular postcard for typos or errors. Make sure to test phone number and check website to make sure the information is correct.					Add 2	2
Proofing Total							2	
Total Score of Postcard Design							100	

Make sure to also complete a [Campaign Rubric](#) to score the decisions you made about set up and management of your campaign.