



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	High Quality Stock, UV Coating 1 side (MovingLeads.com)	12 pt stock	10 pt stock	8 pt stock	Poor Stock i.e Printer Paper (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	Minus1 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	-	1		
	Continue on Page 2								Contact Information Total	14

Continue on Page 2



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4

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3

Average
2

Low
1

Common Mistakes
with a Negative Impact

Additional

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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 (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.