

POSTCARD DESIGN TIPS

Improve Your Response Rates



A well-designed postcard is essential for any successful direct mail program. Make sure to include the following elements with your postcard:

#1 — A STRONG VISUAL IS A MUST

It's very important that your postcard is properly branded. Always include your logo, and design with a color scheme and visuals that represent your company. Use a photo that will instantly tell the prospect who you are, and that they need to hire a mover. One large photo is more impactful than a bunch of smaller photos. The most successful moving postcards use these type of photos:

- Truck with national van line logo
- Movers truck with staff
- Movers loading a moving truck

Always make sure your photo is high-resolution (300 DPI). Web images are typically lower resolution and will print blurry.

#2 — ASK FOR THE ORDER!

Tell them what they need to do next:

- Call for a free estimate
- For a stress-free move, call....

#3 — EMPHASIZE YOUR CONTACT INFORMATION

Your website and phone number should appear on both sides in large, easy-to-read type.

#4 — KEEP COPY TO A MINIMUM

The most important message you need to convey is already said through visuals, your offer, and contact information. When adding copy, keep your message clear, concise, and impactful. If there are large blocks of copy, the reader will not know what is most important and your message will be lost. A good copy example is using bullets to highlight the benefits of a professional move.

#5 — MAKE AN OFFER THEY CAN'T RESIST

Most movers offer a free estimate. Offer something of extra value and stand out:

- A discount if they call in the next week
- Free boxes if you book by a certain date
- Receive a free mover's guide with your estimate

#6 — DEMONSTRATE CREDIBILITY

Include these logos to boost your trustworthiness:

- Better Business Bureau logo
- Trade association logo
- License number

#7 — FOLLOW USPS GUIDELINES

The bottom 3/4" of the postcard is used by the USPS for barcoding and electronic scanning. Telephone numbers, websites, or text in these areas will be labeled-over by the post office and cause the mail to be returned.

ULTIMATE TEST

Prospects only take seconds to decide if they are interested in you. Test your postcard by imagining it with no words, just pictures and logos. Does it still instantly say your a moving company? Would the offer make you want to pick up the phone and call right away?