

10 OPPORTUNITIES TO PERFECT YOUR POSTCARD ADVERTISEMENT

Brought to you by

PostcardMania

Postcard Marketing Experts



So...

you want to invest in the **reliable, lead-generating power** of **postcard marketing** but you are not sure how to go about designing an *effective postcard?*

You don't want your postcard to end up in the **trash** after one quick glance, and you **DO** want to maximize your **marketing potential** for *every prospect* that sees your card?

We have put together this report to show you the **10 key components of a successful postcard design**. Make sure your cards have *each one* to achieve your **highest marketing potential**.

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HOME MAINTENANCE TIP OF THE MONTH:

Replace rotten wood with PVC or concrete-fiber products instead of wood.

I have over \$2.5 million in successful claims for new roofs with Masters Roofing, based in Cordova, TN. Masters Roofing is a licensed and insured BBB business and the largest roofer in the area.

Ed Hill,
Senior Consultant
Masters Roofing

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1. A Clear and Engaging Headline

You need a headline that is clearly written and grabs the attention of the reader. It should immediately convince them to read the rest of the card. You also want your headline to jump out at your readers to engage their attention.

To this end, a good guideline to follow is having your headline take up about 15% of the front of your postcard. The postcard we've chosen to highlight the "10 design elements" is a great example of an effective headline.

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2. Graphics that Reinforce Your Marketing Message

The graphics you choose for your card should communicate a message that reinforces your overall message of the card. As you can see in our example, the company is a roofing company suggesting prospects protect their home by making sure their roof is up to snuff. They chose to reinforce this message with a colorful picture of a lovely home, as well as smaller graphics of each type of roofing they can repair or replace. These graphics add to overall marketing value of the card.

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3. Colors That Pop Off the Page and Catch the Eye

Your postcard should set itself apart from other mail in the stack. Choosing bold and contrasting colors like our example did with the red, green, blue, and tan, help it pop out to readers. You also want to choose text colors that make the words jump out to your prospects. You want the headline to be the first thing their eyes are drawn to and then the other colors can keep their attention. Be careful not to overdo it with colors, though. Bright colors attract the eye, but too many colors scatter attention. Use color to highlight important sections of the card.

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4. Subheads That Generate Interest

The goal of your postcard is to seamlessly lead your prospect through your marketing message from the headline to the call-to-action. Use subheadings to show prospects where to look and what to read. Sub-headings ease readers into the longer sections of copy on your card. They will be less likely to read paragraphs of copy with no guiding subheads.

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5. Stress Benefits, Benefits, and... did I mention Benefits?

A common mistake in advertising is emphasizing features, not benefits. It is more effective to tell someone their monthly mortgage payments will be lower than to tell them you offer a low interest rate. It is important not to assume prospects can discern the tangible benefit they will get from your product or service.

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6. The Offer(s)

The best way to get prospects' attention is with a great offer. You should feature your special offer prominently on the front and back of your card, if possible. A great offer provides the motivation boost your prospects need to take the next step. The offer should reinforce your call to action by saying something like "Limited time only, or "Limited supply, call now!" This produces a sense of urgency that helps close the deal.

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7. Tell Them Who You Are Without Getting in their Face

Your prospects need to know who you are, but your company shouldn't be the focus of the card. The focus should be what you are offering them, and how it makes their life easier or better in some way. So place your company name, or logo, somewhere visible, yet unobtrusive. You want the spotlight to be on what the prospect is getting out of this interaction.

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8. Call Them to Act

At the end of your copy, tell readers exactly what you want them to do.

“Call today to take advantage of our special offer!”,

“Visit our website at www.example.com!”, or

“Call now to set up a free consultation!”

are some examples of an effective call-to-action. You present your case of how your product or service benefits them. You give them motivation with your special offer. Now, you need to encourage them to act on the opportunity you are presenting.

If you don't come out and ask, most people will not act.

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9. Feature Your Contact Information in as Many Ways as Possible

Since you are encouraging readers to act on what they read, you need to provide as many ways as possible for them to do so. Displaying your website address, street address, phone number, email address, and social media pages, give you the best chance that a reader will connect with your company in one way or another.

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10. Display Your Return Address

Your return address helps you logistically, by allowing returned postcards to make it back to you from the USPS. In addition, it is another way prospects can get in touch with you. Including a physical address shows prospects you are a well established company that is fully accountable and accessible.

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Proof That It Works!

Now for the proof that these 10 elements combine to create an effective postcard. The example I have used to illustrate each element is a real client of PostcardMania, and they received some REAL big results.

During the month of the cards arrival alone, our client received 10 calls per week off of this direct mail campaign. These calls turned into an incredible \$164,000 in sales!

Total Campaign Cost: \$493
Revenue Generated: \$164,000
Return on Investment: 33,266%!

Here is another client describing their postcard campaign's success in their own words:

“Through March 28 (4 weeks since mailing) I estimate over 600 responses to our 4500 cards with about 125 of those being new customers that did not know we existed. The postcard was expertly designed and with a specific mailing target I estimate a growth in sales of \$25,000 to \$30,000.”

Total Campaign Cost: \$2,463.77
Revenue: \$25,000
Return on Investment: Conservatively, 1015%

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