

Wolfe Writing

The Blog

How to Create an Effective Postcard in 8 Steps

Postcards require less text than any other form of direct mail, but that doesn't mean you can create a postcard marketing campaign without the serious thought and effort you put into your other direct mail.

The next time you plan a postcard campaign, make sure you include these steps in your process:

1. Check USPS regulations and talk to your printer before you start designing your postcard. Postcards designed too big, too thin, or too out of proportion will result in higher postal rates or unmailable materials.
2. Identify your audience. Direct mail allows you to cast your marketing net as wide or as narrow as you please. Whether you select your recipient list based on past purchases, customer location, amount of activity, etc., knowing who you're targeting will help you develop your offer and shape your message.
3. Decide how you'll track response. You want to make sure your marketing is making an impact, and the way to do that is through tracking. Whether you assign a specific code to each postcard, send recipients to a campaign-specific URL, or create a deadline, choose a method that will help you track how well your postcard is performing.
4. Grab 'em with graphics. Your amazing marketing copy will move them to act, but you have to get your audience invested in your postcard first. Take advantage of your postcard's automatic visibility and draw readers into your written message with eye-catching graphics that are relevant to your offer and convey your message's tone.
5. Focus your message and make a compelling offer. Pick one idea and tailor your text, your images, and your call to action around it—a new product, a new service, a new location, an upcoming event, a charity drive, a sale, etc.
6. Keep it brief. State your offer as briefly but as clearly as possible. Give them just enough information to intrigue and motivate your audience to act.
7. Provide a clear call to action. Tell your audience what you want them to do: call now, schedule a free consultation, contact us for more information, visit a specific URL, order today, etc.
8. Include contact information. This seems obvious, but it's surprising how easily overlooked this step is. Don't assume your audience knows how to reach you. Clearly identify your phone number, email address, physical address, and/or web address on one if not both sides of your postcard.

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About Wolfe Writing: Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit www.wolfewriting.com or email Janet directly at janet@wolfewriting.com.