



POSTCARD MARKETING TOOLKIT

Design Tips, Templates, and
Tools for Better Direct Mail

HOW TO USE THIS TOOLKIT

Postcards remain one of the most effective ways to create meaningful touchpoints — when the design works as hard as the message. This toolkit gives you a straightforward path to get started or refresh your approach.

Inside, you'll find:

- **Design Elements** — best practices to guide your layout, messaging, personalization, and visual choices.
- **Template Previews** — examples that apply these principles across multiple postcard sizes.
- **Editable Files** — downloadable templates to customize for your next project.
- **Campaign Checklist** — a quick reference to make sure everything's buttoned up before you mail.

Whether you're building a new campaign or refining an existing one, this resource is designed to help you create smart, effective direct mail.



4.25" X 6" STANDARD POSTCARD EXAMPLE

Targeted Mailing Size – Not Eligible for EDDM



SCAN TO SEE
YOUR FALL PICKS

PRSR STD
U.S. POSTAGE
PAID
OMAHA, NE
PERMIT NO. 449

Your Next Favorite Outfit Awaits

Hi Amber,

We love your style — and we think you'll love what's new. Our fall collection is full of cozy layers, rich textures, and fresh pieces perfectly curated to match your vibe.

15% OFF YOUR NEXT PURCHASE

Shop early and enjoy
15% OFF with code
FALL4AMBER — but
don't wait, these
styles won't last!

Offer valid through Oct 1. Online only.

ARADIUS OUTFITTERS

[Sample A Sample]
[123 Any Street]
[Suite 1]
[Any Town, US 12345-6789]



6" X 9" OVERSIZED POSTCARD EXAMPLE

Targeted Mailing Size – Not Eligible for EDDM



PRSRT STD
U.S. POSTAGE
PAID
OMAHA, NE
PERMIT NO. 449

Your Next Favorite Outfit Awaits

Hi Amber,
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SCAN TO SEE
YOUR FALL PICKS



Shop early and enjoy **15% OFF** with code **FALL4AMBER** — but don't wait, these styles won't last!
Offer valid through Oct 1. Online only.
ARADIUS OUTFITTERS

[Sample A Sample]
[123 Any Street]
[Suite 1]
[Any Town, US 12345-6789]
[Barcode]

8.5" X 11" JUMBO POSTCARD EXAMPLE (FRONT)

EDDM Approved Size



8.5" X 11" JUMBO POSTCARD EXAMPLE (BACK)

EDDM Approved Size



PRSR STD
U.S. POSTAGE
PAID
OMAHA, NE
PERMIT NO. 449

Your Next Favorite Outfit Awaits

Hi Amber,
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[Sample A Sample]
[123 Any Street]
[Suite 1]
[Any Town, US 12345-6789]
|||||

**15%
OFF**
YOUR NEXT
PURCHASE

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ARADIUS OUTFITTERS



**SCAN TO SEE
YOUR FALL PICKS**



POSTCARD CAMPAIGN LAUNCH CHECKLIST

Cover all your bases before you hit send.

A strong postcard campaign starts with careful planning.

Use this checklist to make sure every piece of your campaign is polished, ready, and working toward your goals.



1

Define Your Audience

- Choose your mailing method: Targeted list or EDDM (Every Door Direct Mail)?
- Know who you want to reach — and why.



1

Craft a Clear Message

- Focus on one key idea or offer.
- Use a strong, action-driven headline.



Design for Impact

- Keep visuals bold, clean, and easy to read.
- Make sure branding is consistent but simple (you have about 3 seconds to capture attention).
- Include white space for postal requirements.



2

Make It Measurable

- Add a QR code, PURL, call tracking number, or unique offer code.
- Plan ahead: know how you'll track results before you mail.

3

4



5

Set a Strong Call-to-Action

- Tell the recipient exactly what to do next (Visit your site? Book a consult? Claim an offer?)
- Make it easy.



6

Proof, Proof, Proof

- Triple-check design, spelling, URLs, and addressing.
- Confirm USPS size requirements and mailing specs.



7

Plan Your Follow-Up

- Set a timeline for follow-up emails, calls, or social ads after the mail lands.
- Repetition builds results!

READY TO LAUNCH YOUR POSTCARD CAMPAIGN?

Files ready to download and edit — we're here to help along the way.

4.25"x6"

Download here:



InDesign



PDF



6"x9"

Download here:



InDesign



PDF



8.5"x11"

Download here:



InDesign



PDF

