

# 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 PRSRT 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% YOUR NEXT OFF 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,

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.



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

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ARADIUS OUTFITTERS

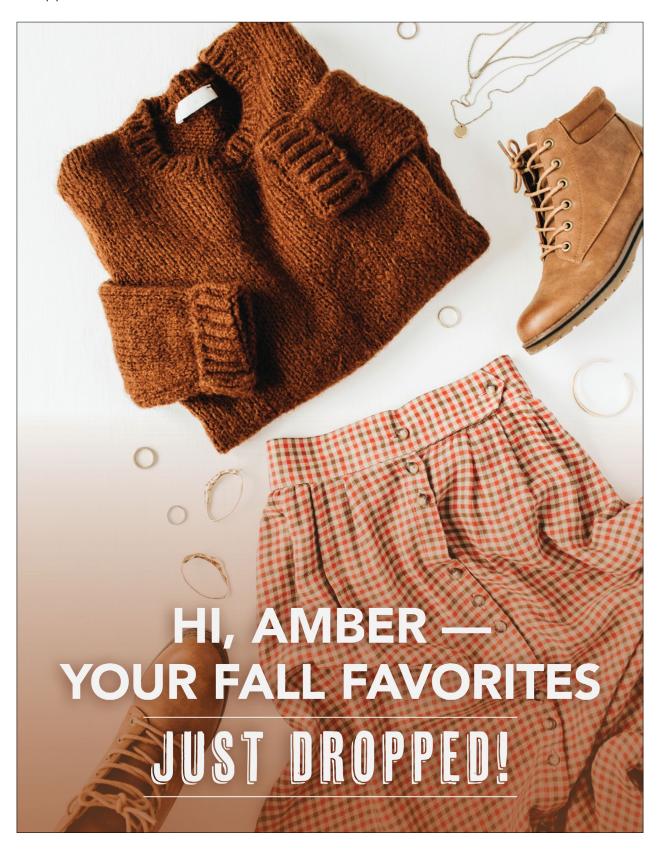


SCAN TO SEE
YOUR FALL PICKS

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

### 8.5" X 11" JUMBO POSTCARD EXAMPLE (FRONT)

**EDDM Approved Size** 



### 8.5" X 11" JUMBO POSTCARD EXAMPLE (BACK)

**EDDM Approved Size** 



PRSRT 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.

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

15%
OFF
YOUR NEXT
PURCHASE

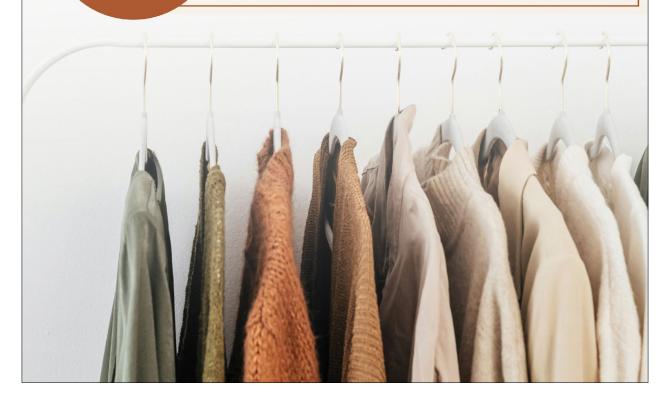
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ARADIUS OUTFITTERS



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.





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



Craft a Clear Message

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





- 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.



- 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.







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



#### Proof, Proof, Proof

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





#### 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.

