

10 ELEMENTS OF A SUCCESSFUL POSTCARD

Over the years, we've designed a LOT of postcards and consider ourselves the postcard experts. If you see any of the below criteria not checked off, your postcard is missing these vital elements. We recommend adding these points to ensure the best results.

- 1 A Clear & Bold Headline
- 2 Relevant Images
- 3 Color that POPS
- 4 Special Offer
- 5a Back Headline (Subhead)
- 5b Short Paragraph or no Paragraph
- 6 Benefits!
- 7 Company Name/Logo
- 8 Call to Action in a Different Color
- 9a Phone Number
- 9b Website
- 10 Return Address
- BONUS Customer Testimonial
- BONUS Price
- BONUS DirectMail2.0

Notes

Postcard Front

The front of the postcard features a blue background with the headline "YOU DESERVE A BEAUTIFUL, WHITER SMILE!" in large white letters. Below it, a sub-headline reads "Come by for a FREE Smile Consultation!". Three circular images show smiling families. At the bottom left is the logo for "John Sample, DDS FAMILY DENTISTRY" with the phone number "800-555-5555" and address "1000 MAIN STREET". At the bottom right is a blue box with "GRAND OPENING SPECIAL!" and a large "\$160" offer for a "New Patient Comprehensive Exam, Necessary X-Rays & Adult Cleaning". A red arrow points to the right from the offer box.

Postcard Back

The back of the postcard has a white background with a blue header "NOW WELCOMING NEW PATIENTS!". It includes the dentist's name and address, a testimonial from Jennifer S. in a purple box, and three blue boxes listing offers: "\$160 New Patient Comprehensive Exam, Necessary X-Rays & Adult Cleaning", "\$105 Comprehensive Oral Exam, X-Rays, Child Cleaning + Fluoride", and "FREE Teeth Whitening with Any Cosmetic Procedure". A red arrow points from the \$160 offer to the phone number "800-555-5555" and website "www.website.com". A postage-paid stamp is in the top right corner.

See the next page for more detailed information.



1-800-628-1804



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10 ELEMENTS DEFINED

1 A Clear & Bold Headline

The headline must instantly communicate what you're selling and be large enough to be seen at first glance. [Watch this video to see how clarity trumps cleverness!](#)

2 Relevant Images

The graphic should be very easy to understand and complement the headline. For instance, to promote dentistry, use an image of a smiling person with beautiful teeth. [Learn more about the purpose of your image here.](#)

3 Color that POPS

Make the headline and other text stand out by using a different color from the background color. It should stand out right away. [Find out more about the role color plays on your postcard here!](#)

4 Special Offer

This is necessary for your card's success and must be perceived as valuable for someone to act on it. [Check out REAL offers that have worked for our clients here.](#)

5a Subhead

A subhead gives people a place to start reading, acts as a guide and entices people to read more. If you only have paragraphs of text with no lead-in, there's nothing to draw people's attention. [Learn how the subhead helps to ensure recipients read the rest of your message here!](#)

5b Short Paragraph or No Paragraph

The subhead should lead into a short paragraph about your business or product. [Learn skills of effective copywriting in this article!](#)

6 Benefits, Benefits, Benefits!

One way to distinguish a benefit from a feature is this: if you can touch it, it's a feature, if not, it's a benefit. For example, a dental benefit would be "A calm, comfortable environment." [Benefits sell a product—see how!](#)

7 Your Company Name/Logo

This is important, but shouldn't overshadow your offer. Customers care most about what you can do for them — not how great you say you are. [Learn the 4 benefits of a logo here!](#)

8 Call to Action in a Different Color

Tell prospects exactly what you want them to do. For example, "Call today to make an appointment" or "Visit us online" — make sure this is big on the postcard so people easily see it. [Click here to learn more about the call to action!](#)

9a Phone Number

Provide your name phone number directly following the call to action. [Click here to see how your receptionist can make an impact on your bottom line!](#)

9b Website

Provide your website address directly following the call to action. It's found that over 85% of people will visit your website first, so make sure it's prominent on the card. [Why is your URL a must-have? Click here to learn more!](#)

10 Return Address

A return address ensures you'll get returned mail from the post office and shows you have a physical location, which sends a message that you're an established professional. [Download this checklist to learn all the ins and outs of a successful mailing...](#)

BONUS Customer Testimonial

A testimonial from a happy customer will help you show prospects that you are a successful, trustworthy business. [See how testimonials influence others here.](#)

BONUS Price

If you can, include an inkling of the price. Doing this takes away some of the anxiety a new prospect may have when considering using you for the first time and can help your response rate. [Watch this video to learn about the value of a great offer.](#)

BONUS DirectMail2.0

Automatically track when your mail is delivered, record and listen to the calls that come in from your campaign, and automatically follow up with online ads using our partnership with Google. [Learn more about DirectMail2.0 here.](#)



Learn more about DirectMail2.0 by calling your marketing consultant today!