

Creating Effective Postcards

FRONT RANGE PRINTING
BUSINESS SOLUTIONS



2108 Milestone Drive Suite 200
Fort Collins, CO 80525
970.226.3311

It doesn't take a lot of time or money to produce a postcard campaign but when done right, they can be highly effective. By following the guidelines below, you can maximize the effectiveness of your next postcard campaign. It really is easier than you think.

Make Them Simple

They need to get a persons attention. A mass of information is less effective. As a rule, write like every word is costing you a thousand dollars.

Make Them Timely

If you have a time sensitive message, state it prominently. Time sensitive mailers tend to generate greater responses.

Print Them on Both Sides

The use of graphics on the front side with informative details on the other side is highly effective. Dont feel like you have to fill in all of the space. Again, keep it simple.

Make Them Visually Appealing

Since there are no envelopes with postcards, the use of color and visual appeal go a long way toward increasing the effectiveness. Graphics can be a powerful way of delivering message.

Make Them Measurable

By creating time sensitive messages, adding coupons or even telling people to present or mention the postcard, you're adding a degree of measurability. This gives you a greater knowledge of what was effective and what was not.



Four Basic Goals of Every Postcard

Attention

In creating the front of a postcard, try to have either the text or the graphic be the dominant feature. Decide which elements will grab the recipient's attention. The other element should compliment it.

Desire

Focus on benefits and not features. Don't go overboard on details. List benefit with which the recipient can associate.

Interest

The text on the back should be geared to creating interest. Quick read facts and bulleted points are highly effective. Create awareness.

Action

Include a call to action. Something that prompts a reaction such as limited time offers, special incentives that are tied directly to the recipients prompt response.