

5 WAYS TO MAXIMIZE THE POWER OF POSTCARDS





Postcards can be a very effective choice for your marketing strategy...

But only when they're done right. To make sure that your message creates an impact, you need to choose the right one to grab a consumer's attention, create interest, build desire, and finally — propel action. Postcards enjoy wide and growing acceptance in direct mail campaigns, thanks to stellar ROI:

41%

41% of marketers surveyed by the ANA say postcards are a very effective format, just behind self-mailers

92%

Postcards have 92% ROI when mailed to house lists according to the same study

42.8%

42.8% of marketing mail is postcards, up from 39.4% in 2021, based on Who's Mailing What! statistics



Top 5 Advantages of Postcards

As a simple, 2-side piece of paper, postcards are a sensible and affordable choice for many industry verticals and types of campaigns. They're a popular choice for messaging campaigns because they cut through messaging clutter and engage a target audience directly. Here are 5 good reasons why postcards are the best choice for your marketing needs.

Postcards Get Noticed

Postcards are the perfect way to quickly and efficiently deliver your message and drive action. Compared to other formats, they have a 100% open rate. In the right hands, mailed to the right audience, a postcard leverages these essential factors:

- Brand recognition elements such as logos and colors
- Compact, easy-to-follow headlines and messaging
- A strong call-to-action (CTA)

Postcards are a popular choice for messaging campaigns because they cut through messaging clutter and engage a target audience directly.

Postcards are Economical

Because they require less paper and ink and less resources to print and produce, postcards are more affordable than envelope mailers. They also enjoy significant cost savings over other formats thanks to postal discounts

Postcards also save money on postage rates when mailed in bulk. For presort Marketing Mail campaigns, discounts are applied for quantities of 200 or more pieces; for First Class, the limit is 500 pieces. However, with First Class you're able to send a 6"x9" mailer, which gives you more room for your messaging.

Postcards are Fast to Market

Postcards can be printed and mailed faster than envelope packages. This quick turnaround makes them an ideal choice when planning campaigns with shorter production schedules, as well as one-offs or retargeting campaigns.

Postcards are Easy to Test

Because of their simplicity, postcards are the perfect platform for testing features that may lift response and improve your ROI. Unless you have the time and budget to do so, you don't have to test every possible variable when rolling out a campaign. Instead, start with headlines or CTAs. Big differences give you the easiest way to analyze which versions work better to exceed your goals - and be ready for the next round of tests.

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Postcards are Easy to Personalize

A postcard campaign is more relevant to the consumer when it is customized using their own data. When created with high-quality variable data printing (VDP), the prospect's name is just one of many elements that personalized postcard can include images, graphics, headlines, subheads, offers, and response options based on data points such as their:

- Purchase history
- Browsing activity
- Physical address or location
- Age
- Income
- And many more

For example: a postcard could be mailed by an online outdoor apparel retailer in a campaign retargeting customers browsing its website. The postcard is personalized with data and images based on the prospect's shopping activity:

- Name
- Physical address (from either account login or matchback)
- Item(s) browsed name and code
- Sizes available
- Price and discount

In short, VDP is more than just personalization. It is data-driven, targeted marketing for your postcard campaign at the micro level.

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5 Best Practices for Effective Postcards

The postcard may be a simple format compared to others, but designing and mailing one to achieve great ROI requires making the most of its advantages. Your postcards must cut through all the messaging clutter your prospects and customers deal with every day. That's the only way you can engage your target audience successfully and turn them into your newest and happiest customers.

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← *Strong Headline*

Strong Offer/Strong Headline

Your postcard's headline is one of the most important parts of your campaign. To be effective at grabbing the attention of your customer, it should:

- **Get to the point quickly with fewer short words**
- **Include numbers, dollar signs, and percentages to communicate value**
- **Highlight the offer or incentive and emphasize key words like "FREE"**

Your headline and subheads, as well as other copy and images on both sides of the postcard, should support your offer and for the customer, answer "What's in it for me?"

Omnichannel/QR Code

A QR code on your postcard helps your prospect bridge the gap from the physical world to the online one. It provides a mobile-friendly way for them to respond to an offer or appeal. **As both a digital and physical touchpoint, it gives you an opportunity to present a unified and customized experience of your brand on the web.** And you benefit by easy tracking, which gives you visibility on your campaign, as well as by easily attributing any sales or other interactions to the postcard they used to connect with you. Postcards also pair well with other online channels to provide a complementary touchpoint that enhances your brand and messaging.



QR code

Design/Layout Options

Postcards offer many choices that can maximize response or ROI by first inspiring purchase intent. However, remember that you only have 2 sides to work with. Don't try to make your postcard do too much with lots of copy that confuses the recipient.

Instead, use white space and font sizes to help them understand the hierarchy and flow of your text and images or graphic elements, emphasizing some and understating others. The right balance of visual cues moves the customer along the sales funnel more quickly toward making a decision to buy.

In other words: Keep It Simple! Clear concise copy and an easy, irresistible offer works.

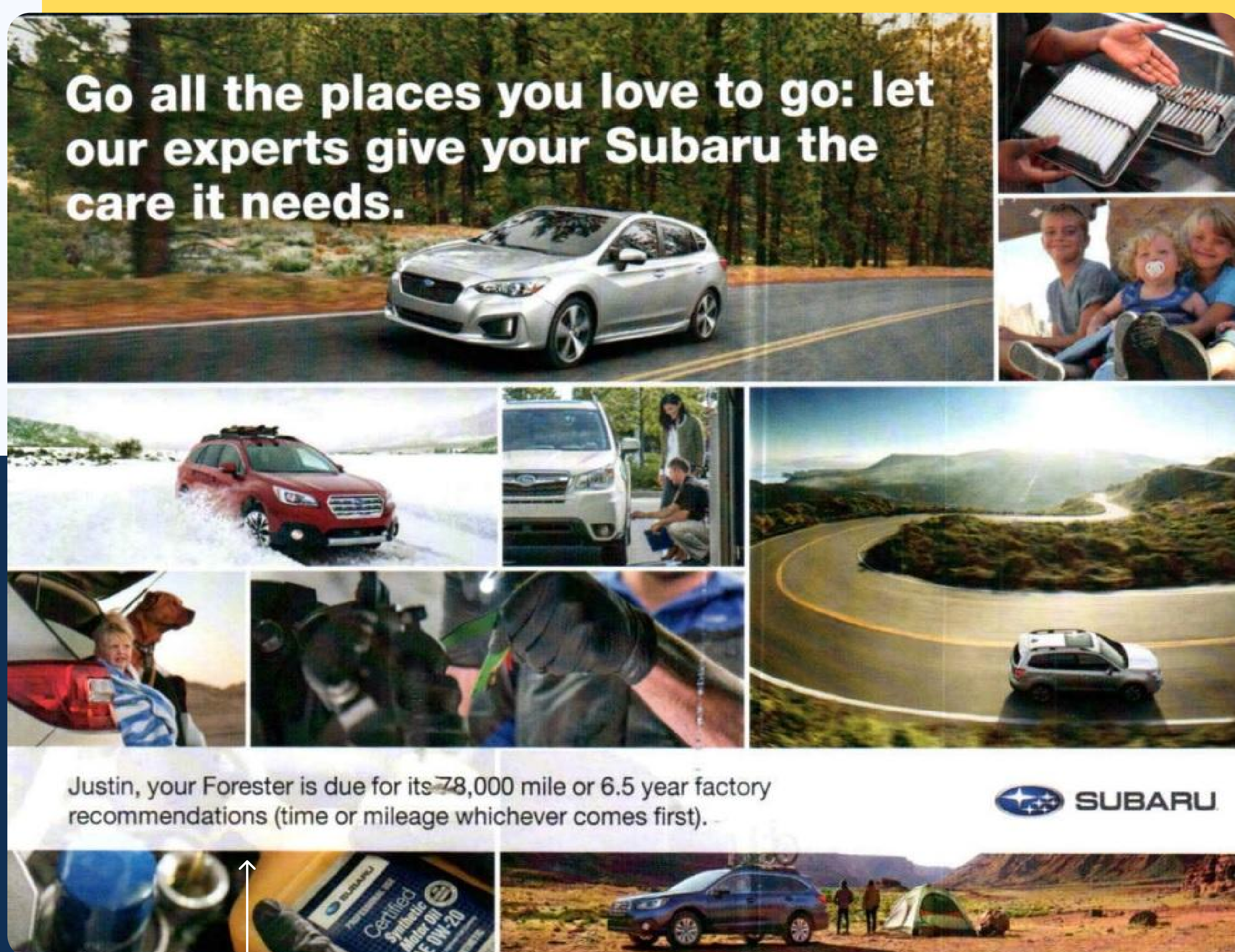
*Clean,
clear design*



Segmentation/Targeting

With your postcards, you have the option of targeting specific high-performing groups from your overall audience to optimize your results. Based on their segmentation factor, they may have different expectations of your brand, and different requirements of how their preferences, needs, and wants can be met through the copy, images, graphics you choose to put on your postcard. Focusing on segments such as: prospects, post-purchase, reactivation, and loyalty/rewards, among others, emphasizes their relevance to your overall strategy. **Greater relevance means more retention, more sales, and more customer loyalty.**

Based on your insights from your data, you can then order your segments from highest to lowest priority based on what you know about each one and how mailing to them will best fit your goals.



Personalize your message

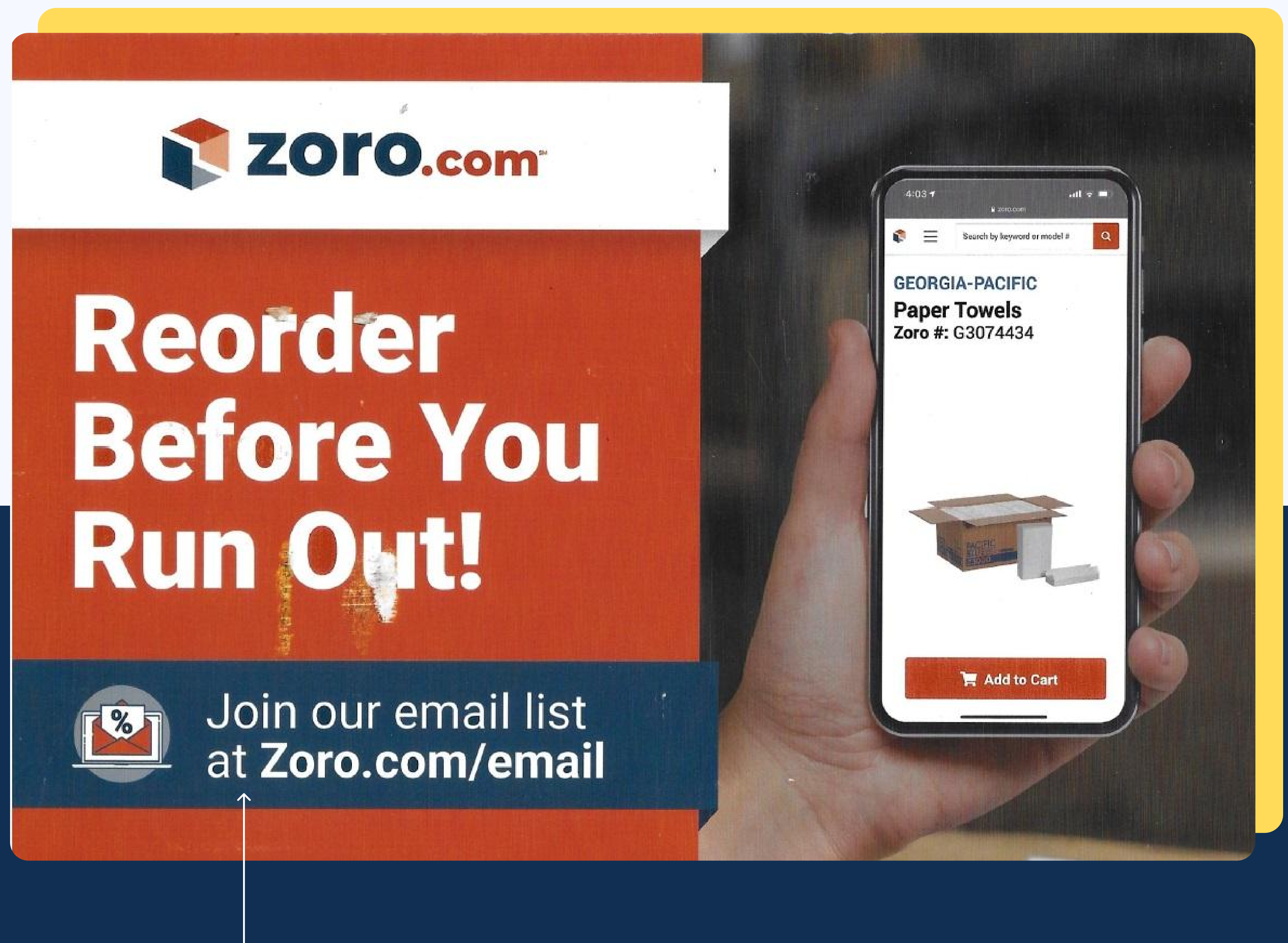
Smart CTA/Response Tracking

Your postcard needs to have a specific but simple call to action to entice potential customers to reach out to you.

For example:

- "Get a beautiful new smile by calling us at [phone number]"
- "Scan this code for your personalized free quote"
- "Visit [agent name] for a FREE investment consultation"

So that it's easy for the recipient to find on both sides of the mail piece, set your CTA apart with white space and in a larger font or color.



Custom CTA

Conclusion

When planning your marketing campaign, deciding what postcard to design, print, and mail is easier when you have all of the information you need to know. Postcards give you an amazing variety of choices to carry your message to prospects and customers.



We Can Help You Too!

Here at mailing.com, we are ready to put our decades of experience to work in helping you consider your audience, budget, and schedule in planning your postcard mailing campaign. We look forward to partnering with you on designing a postcard that takes full advantage of our digital and litho equipment to meet your needs and fulfill your campaign objectives.

Here's how to contact us to get started!

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