

The Perfect Postcard Template

Don't underestimate the importance of smart design and clear messaging when it comes to your mail marketing campaign! Leverage our "Perfect Postcard" template below to create a campaign that truly delivers!

FRONT

- 1 **Bold Headline**
Communicate your main message
- 2 **High-Quality Imagery**
Stand out in their mailbox with compelling photos
- 3 **Brand Elements**
Identify your brand
- 4 **Call-To-Action Teaser**
Capture recipient's attention and entice them to flip the piece



BACK

- 5 **Secondary Headline**
Reinforce your primary message
- 6 **Concise Copy**
Educate your audience - bullet points and short paragraphs are best
- 7 **Offer/Promotion**
Extend a special discount to recipients
- 8 **Call-To-Action**
Tell your recipient what's the next step
- 9 **Contact Info**
Include phone number, email address, website, and/or address
- 10 **QR Code**
Easily direct recipients to a landing page and track scans



POSTAL ITEMS

The post office requires a return address, a postal permit, recipient address, and the mailing barcode. We will handle all of these items for you, but do allow enough white space for us to fill everything in!

Let us do the design!

Email sales@printingimage.com to work with one of our talented graphic designers on your next mail marketing project!

PrintingImage
going beyond paper