

A woman with curly hair, wearing a dark blazer, is shown in profile, working at a computer. The image is heavily overlaid with a vibrant red color. A large, white, stylized hexagonal shape is positioned on the right side of the frame, partially obscuring the woman. The background is blurred, showing what appears to be an office or workshop environment.

Postcard Retargeting **DESIGN GUIDE**

Design for performance

Postcard retargeting does a specific marketing job very well:
moving your website visitor to the next step in the sales cycle.

We've designed, we've seen... Firstly, there are two important ideas to always keep in mind when

Begin the layout structure with the end in mind: imagine your visitor, days after they visited your site, sorting through their mail at home, and then flipping up your card...

GET THEM TO ACT

You might want your lost visitor to call, visit the site for a lead form, go to a physical storefront, or simply come back to the shopping cart and buy. In any of these situations, the timing of this specific retargeting is important because it comes after their website visit. They already know you and are interested. They just need to take the next step.

THIS IS TWO-SIDED, PHYSICAL MARKETING

Unlike a digital ad, this card won't be scrolled over...your visitor will physically put it in a "keep" or "toss" pile. If it's kept, it lands on the kitchen table, fridge, or dropped next to the computer as a reminder. The user won't stop what they're doing to respond that second, so use both sides to engage and tell your story.





35%

**DIRECT MAIL IS PROVEN TO
HAVE 35% MORE ENGAGEMENT
THAN SOCIAL MEDIA OR EMAIL**



40%

**DIRECT MAIL YIELDS 40%
STRONGER BRAND RECALL
THAN DIGITAL MARKETING**



People remember physical media that tells a story, so use the physical space on the card to structure your message in a way that's clear and understandable. This Design Guide will show some best practices, give examples, present a worksheet, and provide your designer with specs and postal regulations. Then, your team can design a layout that drives response and converts more customers.

Best practices in designing your card

Write an Enticing Headline

Headlines are meant to grab attention, address pain points, or quickly convey the story you're telling. Keep them short, easy to read and relevant to your audience.

Use a Supportive Subhead

Subheads play alongside the main headline, helping to communicate and convince. Use them within your design to organize thoughts and label different blocks of content - a relief for prospects' scanning eyes!

Go Big on Imagery

In the mailbox, first impressions are everything. Images and colors register before messaging, so keep graphics bold, unique or crowd-pleasing.

Brand Your Design

Prominently display your logo so every recipient can clearly identify and remember your business - especially when it's time to get in touch or redeem an offer. Brand recognition is another bonus to direct mail.

20% off!
Expires July 11
Code: **NEW20**

Make an Unrefusable Offer

Strong offers help customers feel valued and motivated to take action. From physical coupons to online codes, the offer is the most crucial component of a direct mail campaign that drives new business.

Feel good about feeling great.
EcoFriendly - Organic - Made in the USA



Best practices in designing your card

Plan the layout

Structure your story so it gets told across both sides of the card. Your visitor will most likely see the addressable side first, which is how the USPS sorts the mail. Make the message and offer clear so they immediately recognize who it's from and the message you want to tell them.

Include Testimonials

Remind visitors that other customers find joy in your product.

Great Offer!

Repeat on the front AND back.

Your clothes are a reflection of your lifestyle and view of life. That's why we make breathable, beautiful, organic clothes here in the USA.

"Thank you for beautiful designs, breathable fabrics and sustainable practices." - Melissa

I started the company for smart, beautiful, and aware women... like you!

Laurie

Laurie Dunlap
Founder and CEO since 1994

20% off!
Expires July 11
Code: **NEW20**
www.bluecanoe.com

Keep Contact Info Clear

Giving prospects the right directions to respond is critical to your campaign's success. Contact information should stand out and is typically placed near the offer and CTA.

Meet Postal Regulations

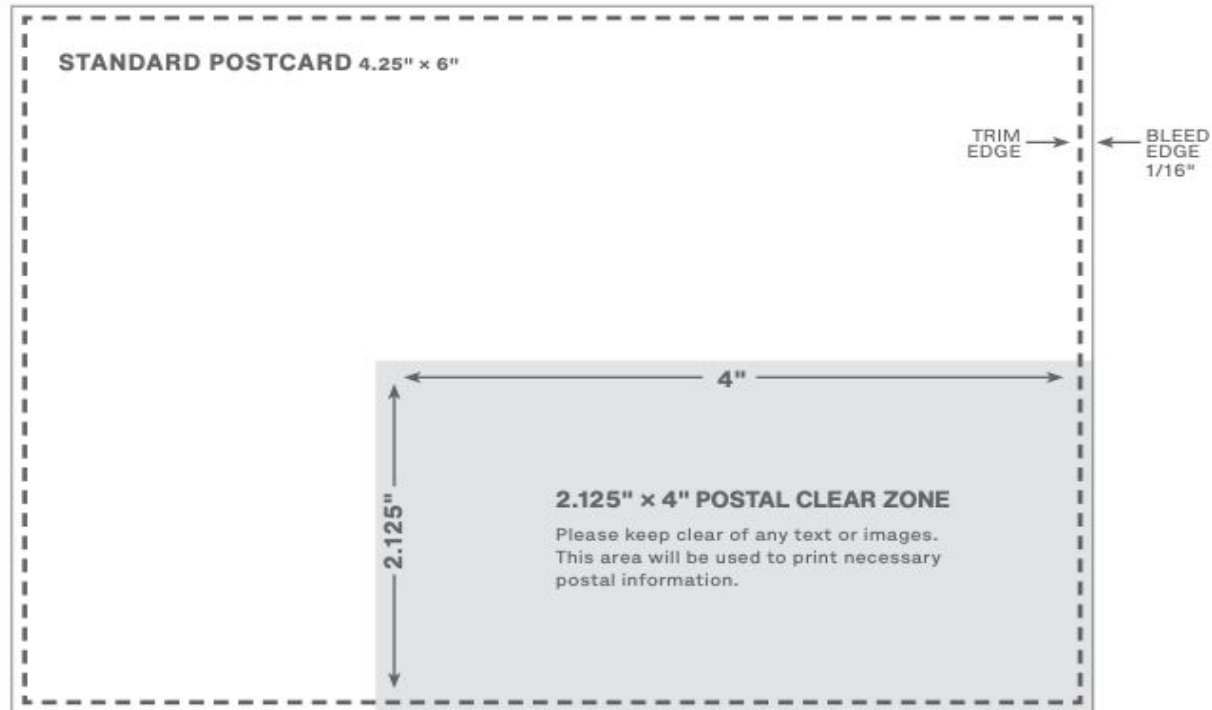
All mailing formats have guidelines for deliverability. Modern can help ensure your layout is mail-ready and meets the proper USPS® standards.

BONUS ADVICE

- ✓ Keep copy brief so your mailer is easy to scan, read and process
- ✓ Understand that shock-value images or verbiage only work if they are relevant
- ✓ Lead with benefits over features – what will customers gain by working with your business?
- ✓ Add an offer expiration date to create a sense of urgency
- ✓ Try A/B testing to see what design or messaging factors produce the best response, then make refinements to future campaigns

Postal Guide

This mailing template reflects current postal requirements and these requirements allow for the proper automated handling of your postcards. Please make sure your layout complies with this template.



FINAL DESIGN TIPS

- ✓ Build your document page size 1/8" larger to accommodate 1/16" bleed on all sides: 6.125" x 4.375"
- ✓ Keep text and crucial design elements 3/16" away from the trim edge to avoid them being too close to trim
- ✓ Rich Black is CMYK 60/40/40/100
- ✓ For privacy compliance, we do not print return addresses on the cards

