12 ELEMENTS
OF A SUCCESSFUL POSTCARD

Your campaign success is our main concern! We've collected the results of thousands of campaigns. After analyzing what works and what doesn't, we created this guide for designing a successful postcard. This is simply a guide for success and not every point is relevant for every business but we highly recommend you ensure your design contains all or most of these points.

12 ELEMENTS

1. A Clear & Bold Headline
2. Relevant Images
3. Color that POPS
4. Special Offer(s)
5. Subheadline on Back
6. Benefits!
7. Company Name/Logo
8. Call to Action in a Bright Non-Matching Color
9. Contact Info & Web Address
10. Return Address
11. 5-Star Review
12. Map of Your Location*

   *(*for local businesses that customers go to)*

BONUS ELEMENTS:

B1. Photo of You & Your Staff
B2. Everywhere Small Business

NOTES:

(Postcard Front)

CREATING **Beautiful Smiles** for the Whole Family!

NOW WELCOMING **NEW PATIENTS!**

Borealis Dental Studio

1-800-628-1804 | www.website.com
12745 1st Ave. N, Lindstrom, MN 55045

$100 OFF A SINGLE CROWN *See back for details.*

NEW PATIENT SPECIAL **FREE** WHITENING KIT! *See back for details.*

$300 OFF A BRIDGE *See back for details.*

General & Cosmetic Family Dentistry
Invisalign® | Emergencies | Same-Day Crowns

"The only reason my mouth hurts from leaving this place is because I'm smiling and laughing so much! The whole team is so friendly! I now look forward going to the dentist!" – Jeff L. ★★★★★

(Postcard Back)

Exceptional Dentistry
is Now Right Next Door!

Protect your health and your family's with compassionate, gentle dental care!

- **The one-stop-shop for all your dental care**
- **State-of-the-art technology & treatments**
- **Same-day & walk-in appointments available**
- **Most insurance plans accepted**
- **No insurance? No problem! Financing is available**

Borealis Dental Studio

12745 1st Ave. N, Lindstrom, MN 55045

NOW WELCOMING **NEW PATIENTS!**

Presorted STANDARD U.S. Postage **PAID** PostcardMania 33730

Dr. Sean Gootsby

HOURS:
Monday, Tuesday & Thursday: 8AM – 5PM, Friday: 8AM – 2PM

$100 OFF A SINGLE CROWN *With this card. Offers expire March 31.*

NEW PATIENT SPECIAL **FREE** WHITENING KIT! *With this card. Offers expire March 31.*

$300 OFF A BRIDGE *With this card. Offers expire March 31.*

Call us for your appointment today!
1-800-628-1804 | www.website.com

See the next page for more detailed information ->

12 ELEMENTS DEFINED

1. A Clear & Bold Headline
The headline must instantly communicate what you're selling or what problem your product or service solves 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 contrasting colors. Your copy should stand out right away. Find out more about the role color plays on your postcard here!

4. Special Offer
With so many valuable freebies out there (Google and Facebook to name two) a great offer is necessary for your card's success! Offer something that has a high perceived value but doesn't cost you very much! Check out REAL offers that have worked for our clients here.

5. Subheadline on Back
A subheadline 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!

6. Benefits, Benefits, Benefits!
Bullet point the benefits of choosing your business. A feature is something about you, your product or your business (ie. a new piece of equipment you use) whereas a benefit is something that helps the client (ie. No Insurance - No Problem! Financing available!) Benefits sell a product—see how!

7. Your Company Name/Logo
This is important, but shouldn't overshadow your offer or your message! Learn the 4 benefits of a logo here!

8. Call to Action in a Bright, Non-Matching Color
Tell prospects exactly what you want them to do. For example, "Call today to make an appointment" or "Visit us online." Drag the readers eye, involuntarily to it by making it a completely different color than any other color on your card! Click here to learn more about the call to action!

9. Contact Info & Web Address
Provide your phone number and web address directly following the call to action. Click here to see how your receptionist can make an impact on your bottom line!

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…

11. 5 Star Review
Include a 5-star graphic (with Google-like golden stars!) with your testimonial to instantly SHOW prospects you're a credible, trustworthy business. Click here to see how star ratings & reviews create leads.

12. Map of Your Business Location
If you're a local business, use a map image on your postcard to show area prospects where you're located (aka, that you're close to them!). Learn why I started having my designers add maps to our postcards.

Bonus 1. Photo of You & Your Staff
When you're in an industry where trust is a big deal, putting your photo on your postcard goes a long way toward building that credibility with your prospects. When they see what you look like — see the real people behind the business — it helps create a sense of familiarity that makes them more likely to choose you! Read more about postcard design tips here.

Everywhere Small Business™

Bonus 2. Everywhere Small Business
To maximize your response and return on investment, you can integrate both Google AND Facebook ads into your direct mail campaign for just pennies extra per piece. We handle it all and your marketing gets shown to prospects literally *everywhere* they spend their time (at home and online!). Watch the Everywhere Small Business video here.