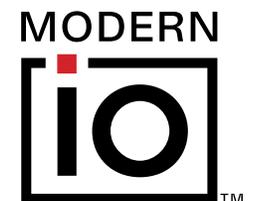Postcard Retargeting
DESIGN GUIDE

MODERN
iO™

Design for performance

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

POSTCARD MARKETING ENGAGES WITH TWO SIDES

Imagine your visitor at home sorting through their mail a few days after they visited your website, and then flipping up your card. S/he will physically put it in a "keep" or "toss" pile. If it's kept, it lands on the kitchen table, fridge, or next to the computer as a reminder.

The recipient won't stop what they're doing to immediately respond to the card. But that's okay. Design it so both sides of the card engages the reader. Beyond using the same copy on the website, write a message that tells more of your story and clearly tells them what to do next.

GIVE THEM AN OFFER AND A CLEAR CALL-TO-ACTION

You might want your lost visitor to call, return to the site and fill out a lead form, go to a physical storefront, or come back to the shopping cart with an offer and buy. In any of these situations, they are already interested in your services or products. They just need a good reason to take the next step, and to know how to do it.

NEED SOME MORE IDEAS?

See our Webinar on 5 Best Practices for Postcard Retargeting to get more in-depth examples.

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.

LEARN MORE REASONS WHY

Check out our eBook: **Print Lights Up The Brains Of Your 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.

Feel good about feeling great.

EcoFriendly – Organic – Made in the USA

blue canoe
ECO-CONSCIOUS ... THING MADE IN THE USA SINCE 1994.

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.

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.

Best practices in designing your card

Plan the layout

Write copy that sets you apart from competitors. Structure the backside copy like a story that gets told across both sides of the card. Your visitor will see the addressable side first, so make sure the copy reminds them of why they visited your site and what to do next. It can't just repeat what's on your site. It needs to tell them who you are, and why they should value you.

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.

Include Testimonials

Remind visitors that other customers find joy in your product.

Dynamic Expiry Date!

We can make the expiry date on the offer adjust daily. We recommend 45 or 60 days, so ask us what's best for you.
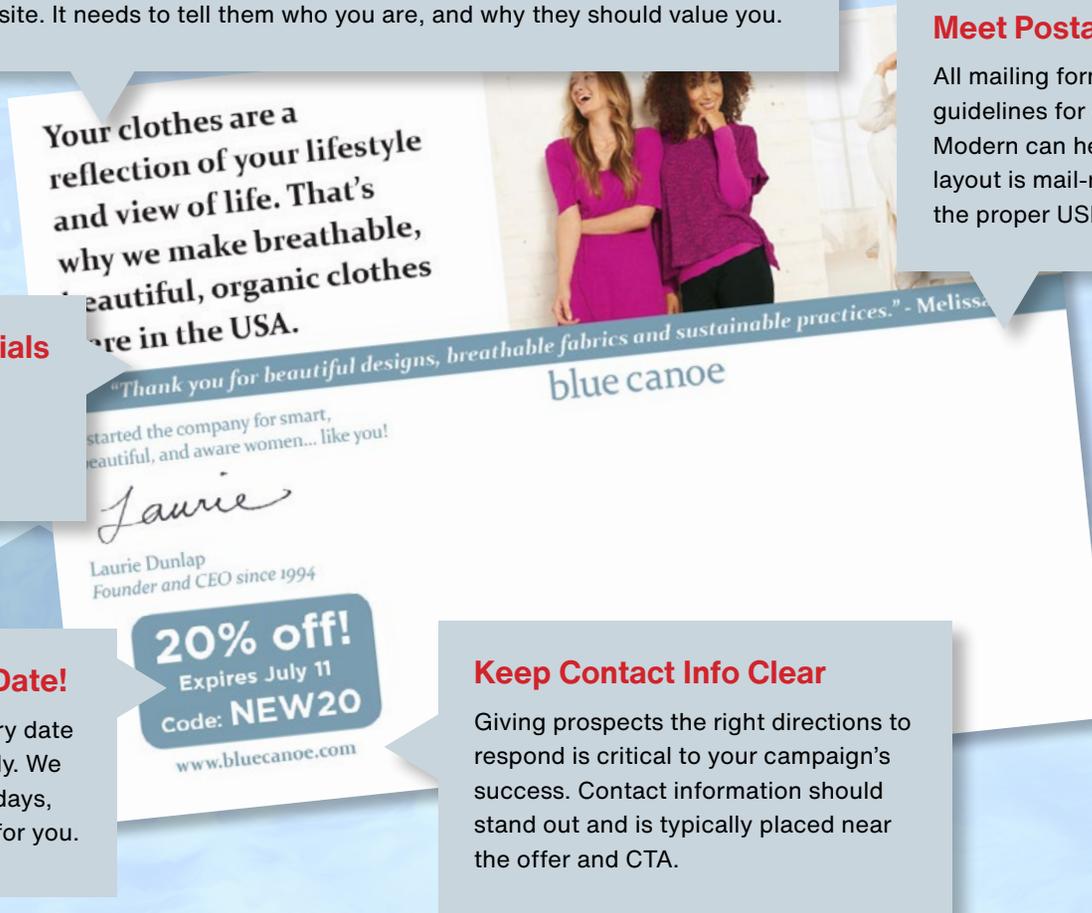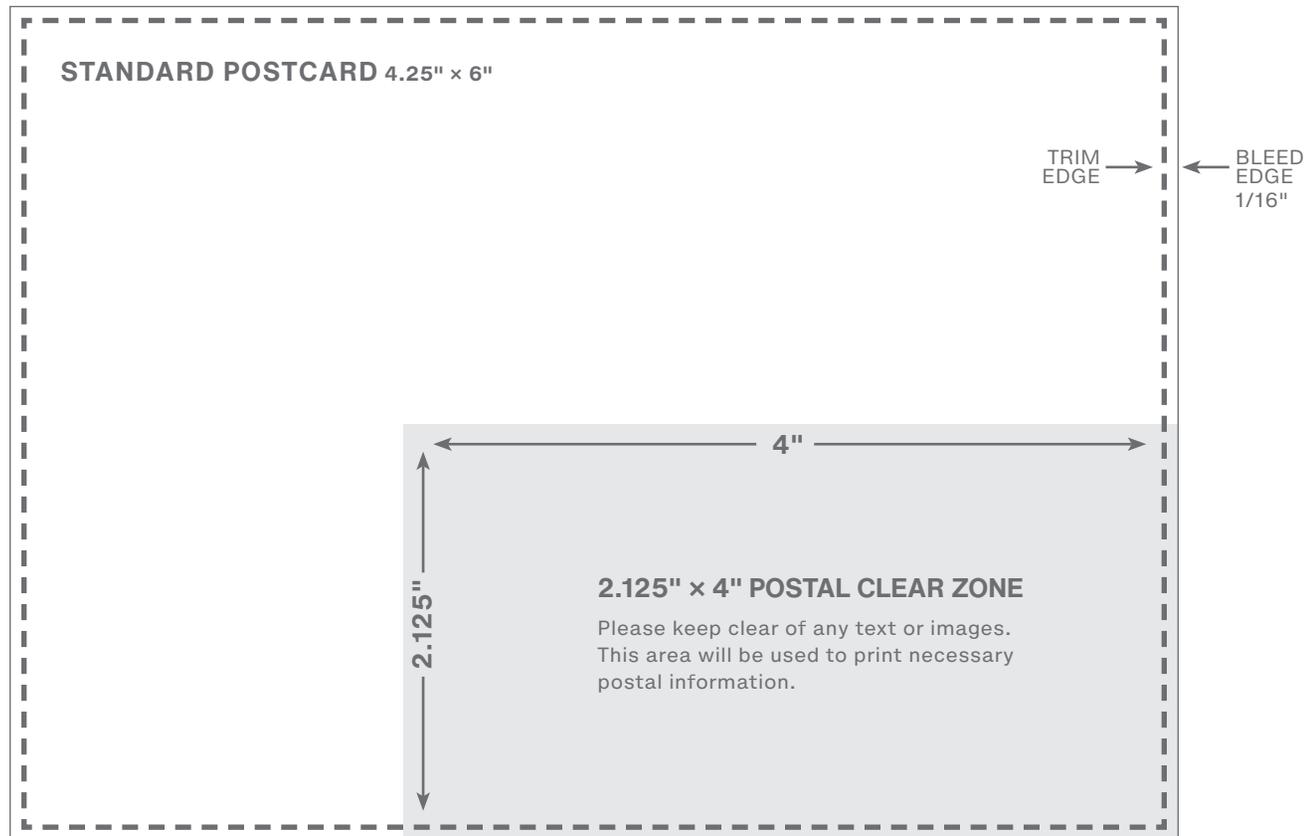
Keep Contact Info Clear

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.

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, offer, or messaging produces the best response. Make refinements to future creatives.

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

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

blue canoe

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

Laurie

Laurie Dunlap
Founder and CEO since 1994

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

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.
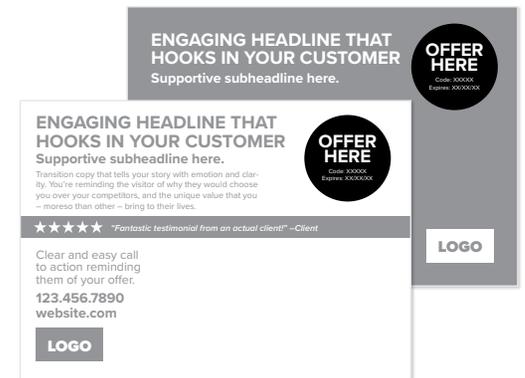
STANDARD POSTCARD 4.25" × 6"

TRIM EDGE

BLEED EDGE 1/16"

4"

2.125"

2.125" × 4" POSTAL CLEAR ZONE

Please keep clear of any text or images. This area will be used to print necessary postal information.

Questions? Please contact us any time for additional assistance.

800.959.8365 | modernpostcard.com/io

FINAL DESIGN TIPS

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

ENGAGING HEADLINE THAT HOOKS IN YOUR CUSTOMER Supportive subheadline here.

OFFER HERE
Code: XXXXX
Expires: XX/XX/XX

ENGAGING HEADLINE THAT HOOKS IN YOUR CUSTOMER
Supportive subheadline here.
Transition copy that tells your story with emotion and clarity. You're reminding the visitor of why they would choose you over your competitors, and the unique value that you – moreso than other – bring to their lives.

OFFER HERE
Code: XXXXX
Expires: XX/XX/XX

★★★★★ *"Fantastic testimonial from an actual client!"* –Client

Clear and easy call to action reminding them of your offer.
**123.456.7890
website.com**

LOGO

LOGO

DOWNLOAD A TEMPLATE

Would you like a head start in designing your Modern iO postcard? Our InDesign template has all of the best practice elements to get your design moving. Personalize it, rearrange it, add your own creative flair with your choice of fonts, colors, logos and brand messaging.

DOWNLOAD THE TEMPLATE HERE