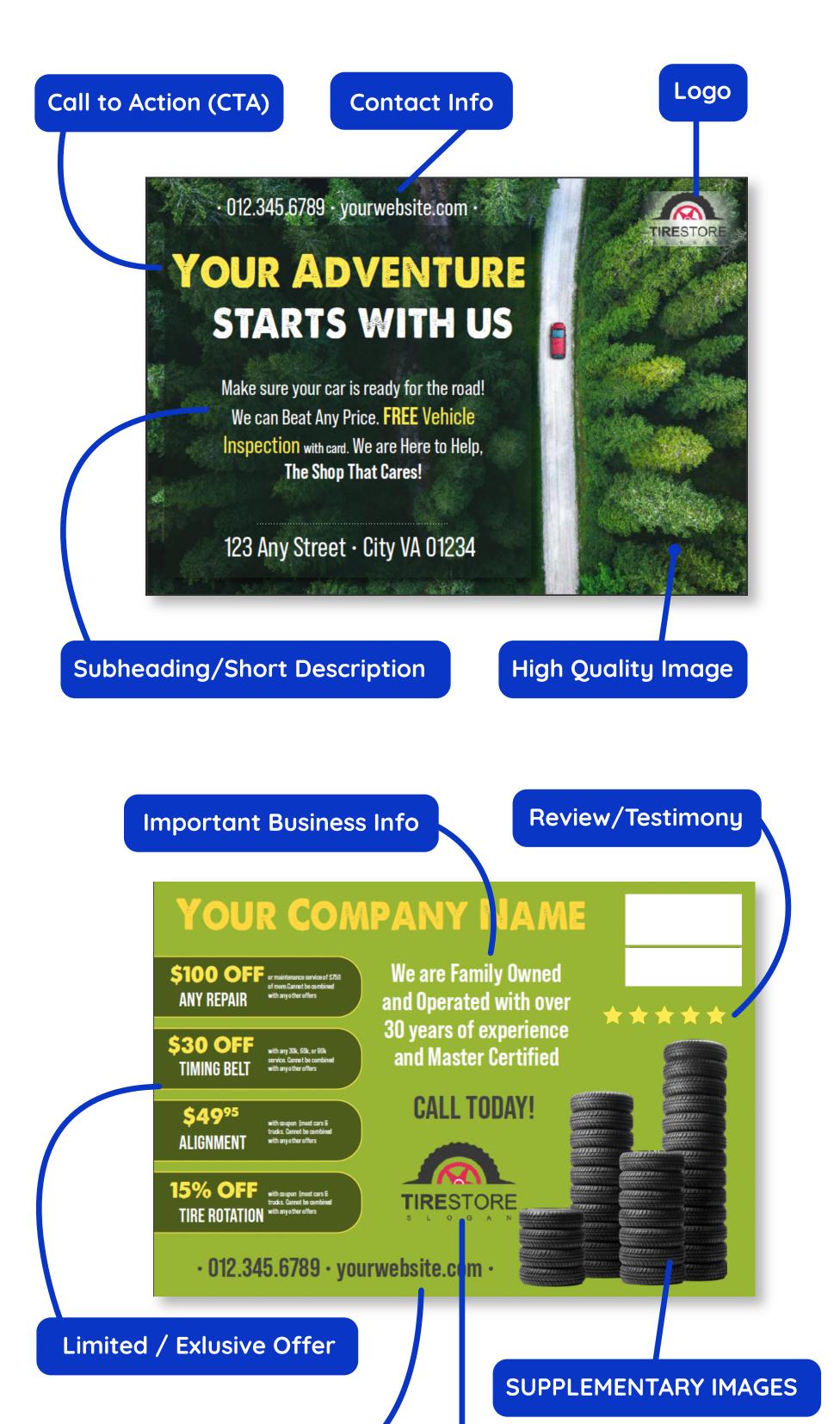# HOW TO DESIGN A SUCCESSFUL EDDM® POSTCARD

Promote your products and services with the battle-tested design format to improve your response rates and communicate more effectively. With a focused message, supporting images, clear benefits, and a powerful call-to-action, you can quickly grow your business and convert prospects into paying customers.

What is EDDM?

With Every Door Direct Mail, you can easily reach the customers who matter most by using geographic and demographic filters to target specific local neighborhoods or ZIP codes. No mailing permit, mailing list, or experience is required.

Call to Action (CTA)

Contact Info

Logo

- 012.345.6789 · yourwebsite.com ·

YOUR ADVENTURE STARTS WITH US

Make sure your car is ready for the road! We can Beat Any Price. **FREE** Vehicle Inspection with card. We are Here to Help, **The Shop That Cares!**

123 Any Street · City VA 01234

Subheading/Short Description

High Quality Image

Important Business Info

Review/Testimony

YOUR COMPANY NAME

$100 OFF ANY REPAIR — or maintenance service of $750 or more. Cannot be combined with any other offers

$30 OFF TIMING BELT — with any 30k, 60k, or 90k service. Cannot be combined with any other offers

$49⁹⁵ ALIGNMENT — with coupon. (most cars & trucks. Cannot be combined with any other offers

15% OFF TIRE ROTATION — with coupon. (most cars & trucks. Cannot be combined with any other offers

We are Family Owned and Operated with over 30 years of experience and Master Certified

CALL TODAY!

★★★★★

TIRESTORE SLOGAN

- 012.345.6789 · yourwebsite.com ·

Limited / Exlusive Offer

SUPPLEMENTARY IMAGES

Contact Info

Logo

HEADLINE

The headline on your postcard must capture attention and clearly communicate a simple message. The inclusions of benefits (ie: fast-acting, powerful, etc) can make your headline more compelling.

SUBHEADLINE / BRIEF DESCRIPTION

On the front of your postcard it is also important to include a subheadline or brief description of your product / service. This additional information will function as a catalyst for the recipient to learn more.

LIMITED/EXCLUSIVE OFFER

Including a limited time or exclusive offer on the front and/or back of your postcard will encourage recipients to make a purchasing-decision more quickly. In fact, 79% of consumers get a positive impression of direct mail ads from coupons, discounts, or special offers (SeQuel Response)

REVIEW/TESTIMONIAL

Although not always imperative, if possible, including a strong testimonial or review from a "real" satisfied customer can significantly increase the credibility of your product or service.

HIGH QUALITY IMAGE

Images communicate information about your business at the speed of light – way faster than any block of text. Because of this, including high-quality photos that represent your business is a powerful tool to captivate your audience, convey your brand's message, and leave a lasting impression.

SUPPLEMENTARY IMAGES

If the format of your postcard allows, including images that supplement your main image is an excellent way to further drive home your brand's identity. Examples could include product shots, images of your coworkers, happy customers, etc.

CONTACT INFO

Be sure to always clearly include your address, phone number, email, and website in your design as it is crucial that you make it easy for recipients to get in touch with you after receiving your mailer.

IMPORTANT BUSINESS INFO

Always concisely list any important features, benefits, requirements, and/or any other critical details of your business on your postcard. This will ensure that you effectively communicate what your business is all about.

LOGO

Including your logo on your postcard (on the front and back if formatting allows) is critical as incorporating your overall branding into your design helps create a recognizable identity.

CALL-TO-ACTION (CTA)

The CTA is where you tell the recipient exactly what you want them to do. Whether your CTA is a phone call, a website visit, or another action – your CTA should be bold, clear, and the central focus of your postcard design.