

## How To Design Printed Postcards With Impact?

Contributed by Administrator  
Monday, 09 August 2004  
Last Updated Thursday, 14 February 2008

### How To Design Printed Postcards With Impact?

How To Design Printed Postcards With Impact Design postcards that deliver amazing marketing results! What is an easy way to increase website traffic, build your brand image, attract attention, or directly market a new product? Postcards!

How To Design Printed Postcards With Impact Design postcards that deliver amazing marketing results! What is an easy way to increase website traffic, build your brand image, attract attention, or directly market a new product? Postcards! They are small, direct, and make a statement that will generate results. Postcard printing is affordable and there is no hassle of sealing envelopes. In order to get the best results it is imperative that you spend time in the design process. Design your mailing with impact utilizing key design techniques paired with our remarkable full color printing. Apply the following techniques to see the best results on your next postcard. Printing Options-Start with design basics \* Select a Size - The standard postcard size is 4" x 6", larger sizes include 5" x 7" or 5.5" x 8.5" or for more impact try the jumbo 6" x 11". \* Choose a paper with durability that will brave the elements. We print all postcards on 12pt or 14pt card stock. Attract Attention With Design \* Take advantage of the benefits of Full Color Printing services. Vibrant colors attract more attention and pops against boring white bills and bland envelopes. \* Choose colors and fonts that complement your brand and image. \* Know your audience! Design with them in mind, what will stir their interest and gain a response. \* Make your design focused and easy to understand. \* Use illustrations, images, and artwork that fit with your message. \* Make a bold statement and keep it simple, postcards are used to pack a punch they are not for a lot of information. Leave that up to your custom printed brochures. \* Make it personal, memorable, or try something shocking. \* Do not forget your logo, name, address, and website information. Content: minimal words for maximum impact \* There is no need for a sales pitch. Use your postcard to increase awareness, attract attention, and get immediate action from your customer. \* Direct your customer to a specific action; guide them to your website, phone, or store location. Don't leave your customer without an action you would like them to take. Consider planning when you want your customer to respond to your postcard and ship based on that date. Think about when you want your postcard received so that you get the highest response rate. Creating a vibrant postcard attracts attention and generates marketing results. Let us help you produce the best postcard marketing piece for your business today.