

10 Point System To Creating A Successful Postcard

We are dedicated to making mover's mailing campaigns a success! Over the past few years, we have analyzed thousands of campaigns sent by moving companies, just like yourself. We've found that these 10 points are essential for a successful postcard.

Front Side



1. An attention-grabbing headline that is clear and bold
2. Images that are relevant to your moving company
3. Discounts & specials
4. Vibrant pops of color
5. Company name & logo
6. 5-Star testimonial
7. Contact info & web address or your moving company's QR code

Back Side



1. Subheadline on the back of the postcard
2. Benefits of partnering with your company
3. A clear and concise call-to-action



💡 **Bonus point:** Use a picture of you and your moving team instead of stock imagery! It's much more effective.

