

Why Postcards Are Great for Your Business

(And How to Do Them Right!)

Postcards are versatile, affordable, and effective. They also work better than most digital ads, and transcend generations – *we’ve got the numbers to prove it!*

Digital marketing overload is real, which is one reason that “offline” and “nostalgia” marketing are big trends this year. People of all ages are experiencing digital fatigue, which has led to a boost in popularity for the mail – **especially postcards!**

Check out these statistics* on how people feel about getting mail these days:

89%

of people 65+ expect and look for special offers in the mail. Coupons and deals are the most effective direct mail pieces.

82%

of people aged 29 - 44 view print advertisements as more trustworthy than digital ads.

87%

of 25–39 year olds feel positively about the marketing mail they receive, the highest among all age groups.

91%

of 18–24 year olds made a transaction as a result of receiving marketing mail in the last 6 months.

People enjoy mail and trust it more than digital ads!

71%

of all consumers are excited to discover what the mail brings every day.



*2020–2021 USPS Generational Research Report

Ways to Use Postcards in 2025

Postcards are a great way to introduce your business to targeted audiences, build brand recognition, and give people incentives to use your services or products.

As marketing tools, postcards can act as the start to a sales funnel, an introduction to your brand, or a tangible reminder of an in-person meeting or event.

Sending direct mail can help your business leverage collected customer data, by personalizing your marketing with names, cities, and other relevant info, *which studies show improve open and response rates.*

Leverage what you know about your customers to create personalized postcards that seem made for them!

Here are a few ideas to use postcards to give your business a boost:

- **Send a “Welcome to the Neighborhood”** postcard with a coupon code for new residents who have moved into your area recently with a **targeted mailing list**.
- **Create a campaign targeting repeat customers** who haven’t returned in awhile to remind them of your brand and invite them back.
- **Capture attention with the “Nostalgia Marketing” trend** by sending an old-fashioned postcard with a design that reminds your target audience of days gone by.
- **Drive traffic online with Digital Integration.** Take postcard recipients directly to your website, to a special coupon, or fun content to share!

COST-EFFECTIVE MARKETING:

Postcards are affordable to design, print, and mail.

TARGETED AUDIENCES:

Send to people based on specific demographics such as location, age range, income range, homeowner status, pet owners, and more.

HIGHLY VERSITILE:

With a wide range of sizes, weights of paper, printing, and colors available, you can design the ideal postcard for your needs.



Postcards + Digital Integration

One of the reasons postcards are popular right now is their ability to help **connect the tangible and digital worlds where customers live** by employing *“digital integration tactics.”*

Digital integration includes the use of printed devices like QR codes, personalized URLs, and Augmented Reality printing to help people engage with digital platforms online.

Starting with a printed piece – like a postcard, flyer, or event display – people can scan the print with their smart phone and continue engaging digitally. This allows businesses to create personalized postcards, send them to targeted recipients, and include a digital pathway that will lead them to a relevant online platform.

Statistics show that people **do engage** with digital integration – QR code scans have seen a 433% increase* over the past four years. Ever since 2020, QR codes have been increasingly used to create contact-free customer experiences, and the response has been positive.

“QR code scans have seen a 433% increase over the past four years”*

*QR Code Statistics & Trends 2025 Full Report by qrcode-tiger.com



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Another benefit to using digital integrations is the added ability to **track your results.**

When someone scans your QR codes or visits your personalized URLs, you can capture that data and use it to inform future marketing efforts.

This is also a great way to test multiple messages, products, or services to see which performs better with your target audiences.

Simply mail two postcards with different QR codes on them, and track the scans to see which gets more engagement!

Scan here to visit our top pick!



QR CODE GENERATORS

There are a variety of QR code generators online – many of them free to use!
Here are 3 of our team's favorites:

1. www.qrcodegenerator.com
2. www.qrcode-monkey.com
3. www.beaconstac.com/qr-code-generator



Benefits to Bulk Mailing

Marketing Mail (also known as Business or Bulk Mail) has proven to get some of the best results for the least amount of money per person, compared to other marketing channels.

While anyone can print postcards and put a stamp on them to mail, Bulk Mailing options for businesses cost significantly less and save time.

The USPS offers **discounted postage rates** for Bulk Mail, and postal delivery makes it easy to reach thousands of local households with little effort.

Their low cost, strong results, and ease of execution all make postcards a great tool for business needs of all kinds.

How to Mail a Business Postcard (with Bulk Mail)

1. SIZE REQUIREMENTS: To mail as a postcard, your pieces must be at least 3.5" x 5" and no larger than 6" x 11" to meet USPS requirements. The size can vary from these measurements, but must meet an **aspect ratio requirement**.

To check if your postcard meets the aspect ratio requirements for machinability:

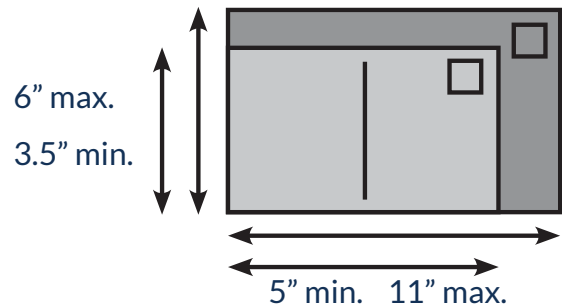
Length divided by height = Between 1.3 and 2.5

(Example: A 5x7" postcard would have an aspect ratio of 1.4 and would meet requirements.)

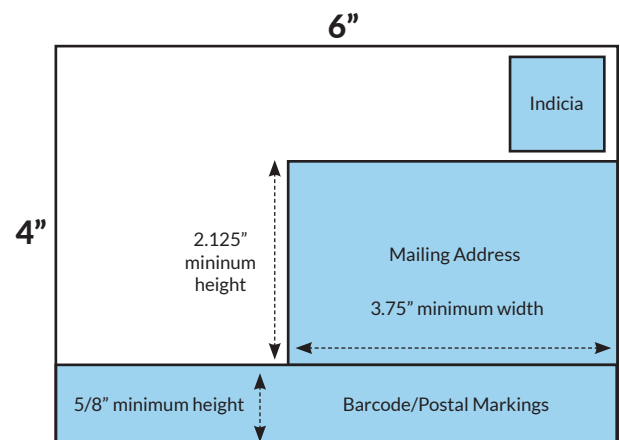
2. DESIGN REQUIREMENTS: The USPS requires specified areas on your postcard to be left blank for the address block, return address, and barcode to be placed.

To the right is an example of a 4x6" postcard template with the designated "clear" areas marked in blue. The placement will vary with the dimensions of your postcard.

Check with a USPS mail expert if you're unsure!



	Minimum	Maximum
Length	5 inches	11 inches
Height	3.5 inches	6 inches



3. MAIL LIST PREP: To qualify for bulk mailing rates, your mailing list must be up to date and include complete names and address information. It also must be pre-sorted using NCOA and CASS certification – this part must be done through a professionally certified service.

4. USPS PERMIT: You will need to mail under a Business Permit to qualify for bulk mail rates. Decide whether you will get your own Business Mailing permit through the USPS, or enlist the help of a mailing service (like APG!) to use their Business Mailing permit.

5. SORT, TRAY, & DELIVER: Once your postcards are printed, they must be sorted into delivery routes by zipcode and delivered to the USPS Business Distribution Center with the proper paperwork and postage to be mailed.



COMMON QUESTIONS:

Is there a minimum number of postcards I need to mail to get “bulk mail” postage rates?

Yes, you need to mail **at least 200 postcards** to qualify for standard postage rates with bulk mail. They must be “identical postcard pieces,” meaning they must be the same size and type.

Can I personalize my bulk mail postcards with details like names, variable images, etc.?

Yes! You can absolutely personalize postcards sent with Marketing Mail and they will still qualify as “identical postcard pieces” to the USPS.

SAVE TIME • SAVE MONEY • REDUCE STRESS

There are many things to consider when mailing a postcard for business. And failing to meet USPS requirements can result in paying more for postage or your postcards not being delivered.

Working with AnchorPointe Graphics will streamline the design-to-print process and help ensure your postcards mail smoothly, so you can focus on bigger priorities!

GET HELP WITH EVERY STEP:

- Mail List Acquisition & Management/Prep
- Expertise in USPS Mailing Requirements & Postage Rates
- Use of APG’s Mailing Permit
- Timeline Management & Fast Turnarounds

Want to be confident your postcards will be sent on time and look great? *Give us a call to set up a consultation to plan your postcard mailing!*



Call 503-619-3000 or email info@anchorpointegraphics.com.

Learn more at AnchorPointeGraphics.com.