STEP ONE:

All marketing materials should have a clear brand or "feel." The postcard/flier should incorporate imagery, font, colors, and language used elsewhere in your marketing materials (website, blog, social media, letterhead, advertisements, etc.) The postcard/flier is part of the family of marketing materials for your organization/project/program/event. Consistency is paramount.

STEP TWO:

Create/review direct mail address records and drop-off locations/places for distribution. Postcards/fliers can be directly mailed to specific people, handed out publicly, or shared with local organizations for distribution to their respective client bases.

STEP THREE:

Draft a distribution plan. How many will you mail, hand out, drop off? How much time do you need to produce, print, and mail? Think about deadlines in relation to timing of event.

STEP FOUR:

Create a postcard/flier design that clearly presents a call to action. Include:
- Date/Time/Place of event/program/project
- Eye-catching imagery (photo, design, etc.)
- Easy-to-read font
- Color scheme that aligns with your project/event/program
- Clear and concise written content (fragments are OK)
- Persuasive action language such as: "Join us," "Call now," "Sign up today"
- Impact/benefit
- Provide relevant contact information and an easy URL for more information

STEP FIVE:

Review your postcard/flier to ensure your design is delivering one, deliberate message. Triple-check spelling and information accuracy.

STEP SIX:

Determine printing strategy: in-house, through a local printer shop, or online. Keep in mind, this is a digital printing job (not offset printing, which is typically for huge print orders). The more you print, the cheaper the price per piece, so it's often better to slightly overestimate the quantity.

STEP SEVEN:

Print and distribute.