

DIRECT MAIL TEMPLATES

YOU CAN STEAL (& CUSTOMIZE!)

A Free Resource from Reimold Printing



Boost Your Brand, Attract
Customers & Simplify
Campaign Planning



Reimold
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Why Direct Mail Still Works

Even in a digital world, there's something powerful about holding a printed piece in your hands.

For Michigan businesses, direct mail is still one of the most cost-effective, high-ROI ways to reach customers locally. But not all mailers are created equal.

Whether you're launching a promotion, inviting guests to an event, or building awareness, this guide gives you 5 proven templates—each one ready to customize with your brand and message.



TEMPLATE #1:

The Bold Postcard Promo

Best For: Flash sales, event invites, grand openings



STRUCTURE:

- Big, bold headline
- Eye-catching visual or offer graphic
- Return address & permit info
- Short body copy
(3 bullet points max)
- Clear call-to-action
(with a QR code!)



PRO TIPS:

- Use bright colors and high contrast
- Keep text readable from arm's length
- Great for EDDM targeting neighborhoods

INSPIRATION EXAMPLE:

“50% Off This Weekend Only!” + QR code to RSVP page





TEMPLATE #2:

The Trust-Building Letter Mailer

Best For: High-value offers, service businesses, nonprofits



STRUCTURE:

- Personalized salutation (*Dear [First Name]*)
- Brief intro paragraph—identify the problem
- Offer or solution with 2–3 benefits
- Call to action (*URL or phone number*)
- Optional PS line for urgency



PRO TIPS:

- Use “we understand” language
- Pair with a small insert or coupon
- Use a branded envelope for instant recognition

INSPIRATION EXAMPLE:

A letter from a local HVAC company explaining spring service benefits with a coupon included.



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TEMPLATE #3: The Menu Mailer / Trifold Flyer

Best For: Restaurants, salons, service menus, product promos



STRUCTURE:

- **Front cover** = strong branding & top product
- **Inside panels** = service breakdown or product categories
- **Final panel** = hours, location, and offer



PRO TIPS:

- Use professional food or product photography
- Highlight customer favorites
- Great for both mailing and in-store handouts



INSPIRATION EXAMPLE:

A full-service menu with QR links to online booking or delivery

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TEMPLATE #4:

The Oversized Showstopper (6"x11" Card)

Best For: New product launches, real estate listings, political campaigns



STRUCTURE:

- **Front** = bold headline & image
- **Back** = feature details & contact info
- **Optional:** "Scan for more" QR section



PRO TIPS:

- Use premium paper stock for durability
- Consider adding spot UV or gloss finish for impact
- Works great for targeted mailings



INSPIRATION EXAMPLE:

A real estate "Just Listed" card with high-res home photos & agent branding



TEMPLATE #5:

Direct Mail Campaign Landing Page

Best For: Businesses running direct mail campaigns that need a centralized digital destination to convert interest into action.



STRUCTURE:

Page Title (H1):

You Found Us—Now Let's Get You [Benefit-Focused Result]

Subheadline (H2):

This special offer is just for YOU—thanks for scanning our mailer!

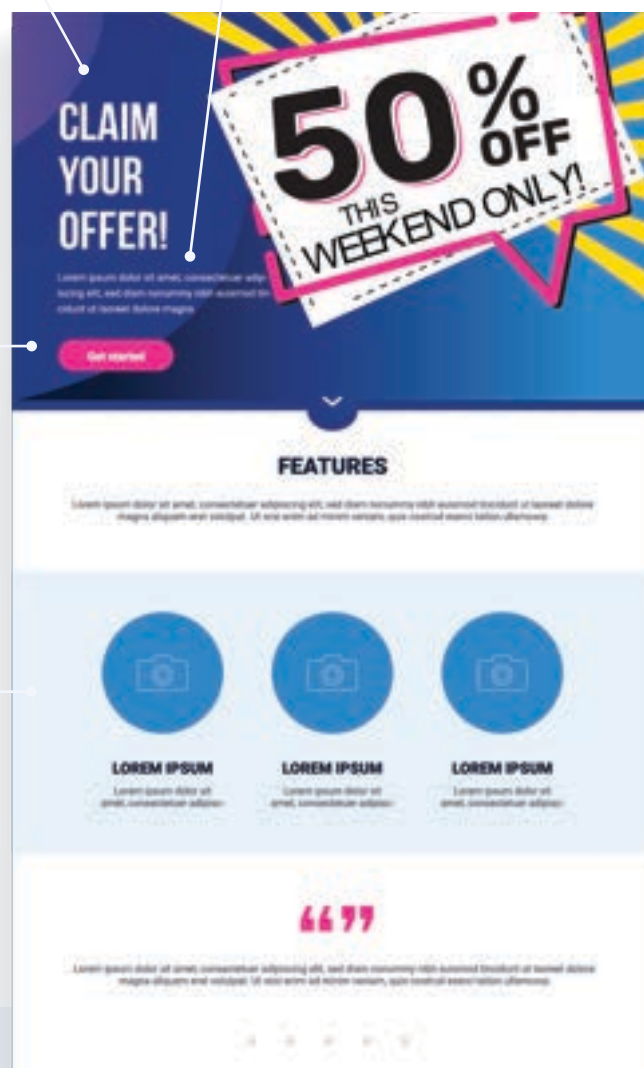
Hero Section:

- Bold visual that matches the mailed piece (maintain design consistency)
- Clear, benefit-oriented headline
- Brief 1–2 sentence description of the offer or action
- Call-to-action button:
- “Claim My Offer” or “Schedule Now”

What You'll Get Section:

3 icons or bullet points that summarize the benefits:

- [e.g., 15% off your first service]
- [e.g., Free quote within 24 hours]
- [e.g., VIP booking priority]



Optional Image/ Testimonial Section:

Customer photo or short success story from someone who used the offer:

"This was the easiest way to book a service—I was impressed with how fast they followed up!"

CTA Repeated Mid-Page:

Big button: "Redeem My Offer"

Simple Form Section:

- Header: Ready to Get Started?
- Name
- Email
- Phone (optional)
- Message or custom input
- CTA Button: "Submit & Get My Deal"

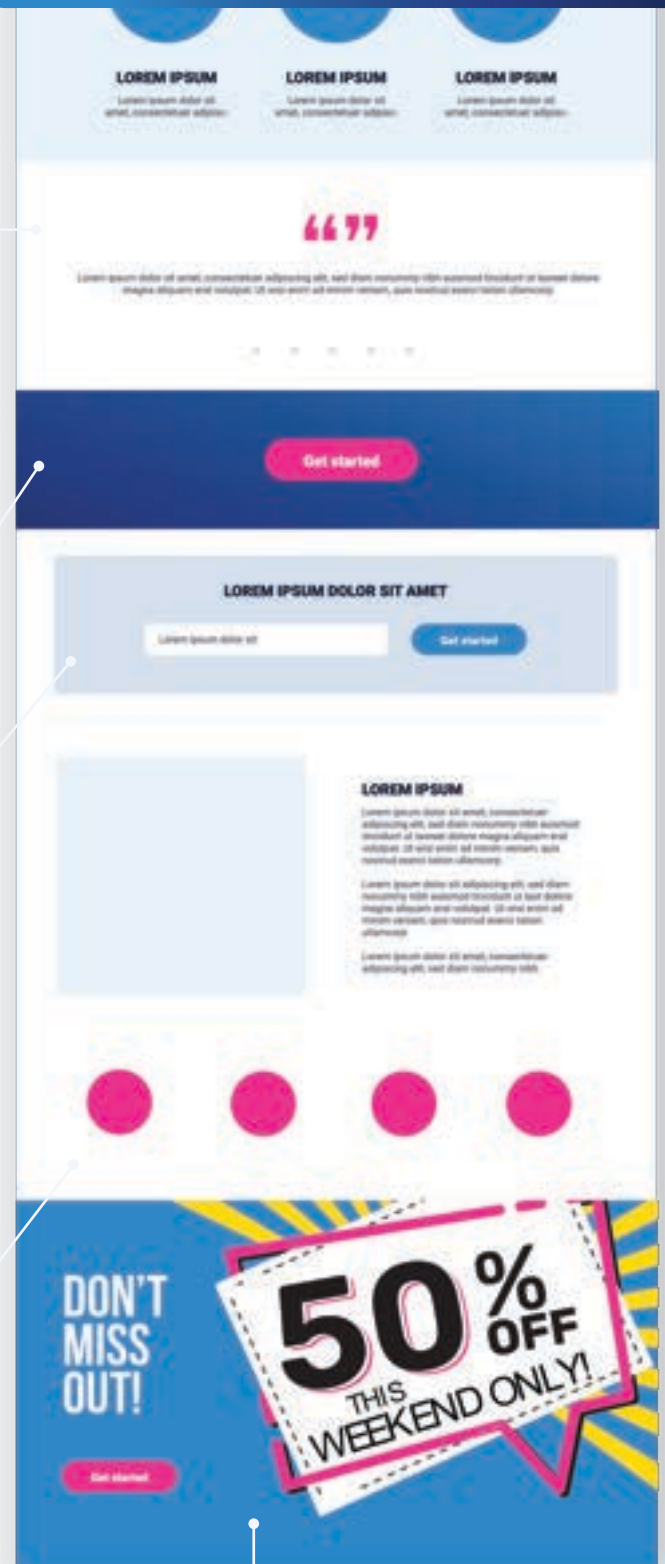
Trust Builder Section (Optional):

- Brief paragraph about the business
- Logos of affiliations or certifications
- Contact info or links to social

Final Section – Urgency Line + CTA:

This offer is only available until [Date]! Don't miss your chance to save.

[Get Started Now]



BONUS TEMPLATE:

The Irresistible Offer Card



EVERY MAILER NEEDS A MAGNET – YOUR OFFER

No matter which mailer layout you choose—none of it works without a strong, clear, and irresistible offer.

Here's a simple formula that consistently works:

[Valuable Thing] + [Clear Benefit] + [Limited Time or Scarcity]

EXAMPLES:

- Get \$25 off your first appointment—book by [Date]
- Bring this card in for a free consultation (expires in 10 days)
- Scan for a free sample kit—limited to the first 100 responses!

PRO TIPS FOR A GREAT OFFER:

- Make it exclusive (*"Only available through this mailer"*)
- Add urgency (*"This week only"*)
- Keep it simple (*"Bring this card, get your deal"*)

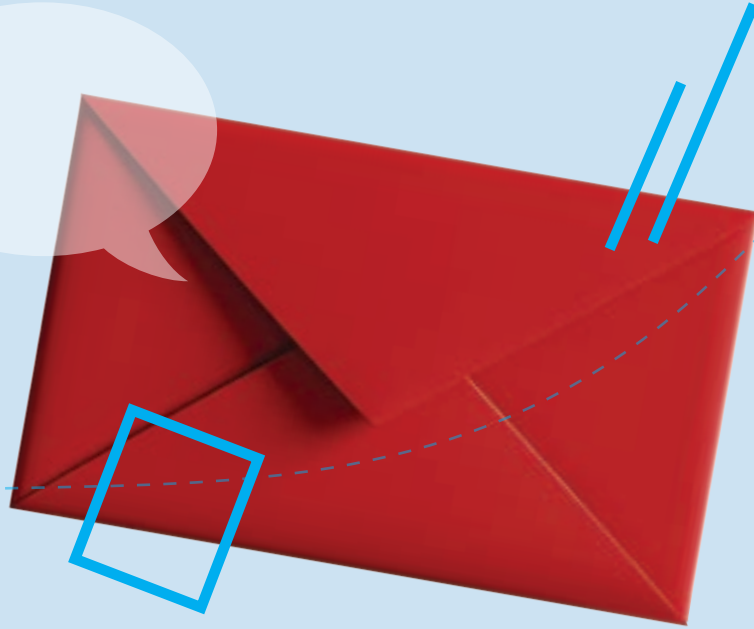
If your mailer doesn't include a reason to act now, most people won't.

MAKE IT COUNT!



How to Customize These Templates

- ☐ Choose your layout based on the campaign's goal
- ☐ Add your logo, brand fonts, and colors
- ☐ Include a strong, clear CTA
- ☐ Make your message personal and relevant
- ☐ Work with a trusted print partner (hi, that's us)



BONUS SECTION: Print Like a Pro

- Use CMYK color mode, not RGB
- Keep a .125" bleed area around all designs
- Save as high-res PDF for print

Need Help Bringing Your Mailer to Life?

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