



Marketing Pro Direct Mail

Welcome to the official ServiceTitan Marketing Pro direct mail best practices worksheet. This PDF will help answer some of the questions you may have when you're building out new collateral, we hope you find this helpful. Happy designing!

Best Practices

- 1. Use our templates** when starting a new direct mail template from the Marketing Pro Template library. We have an extensive library that spans across so many different kinds of promotions that will fit your business needs.
- 2. Keep it simple with your designs.** It's true when they say less is more. You want to captivate your audience with bright colors but avoid using neon as it's hard to read.
- 3. Use clear and high resolution images** for your designs. You're spending so much time designing

your direct mail, the last thing you want is for the image to be blurry and pixelated.

- 4. Stay between the lines.** If you're starting from scratch, we recommend using our template guide. It has all the parameters you need to successfully launch your direct mail. By using this, you'll avoid any mishap at the printers and your postal services.



Tip: Stick to the format of our templates regarding safe space for printing.

- 5. In general, try to stick to one font family per direct mail.** Unless you are confident in your design abilities and know how to mix and match fonts, having multiple fonts throughout the design and sometimes come across as sloppy. We recommend starting with your brand fonts first.



6. With your logo, sometimes less is more. We recommend a logo size no smaller than 1.5-2 inches in **width**. Too small of a logo can get lost and your audience will be left confused. Avoid this by placing your logo at the very top left hand side before your headline in a nice large size.



Tip: Before finalizing your design, print it out to make sure the fonts are just right.

7. The sizing. Typical direct mail size is 4"x 6". Our templates accommodate for bleeds so they're actually 4.25" by 6.25". The final print will be 4"x 6" inches.

9. As a rule of thumb, your body copy should be no less than size 10. You'll notice that different fonts measure differently so be sure to keep that in mind if you decide to change it up. Unlike email, the header copy text size can be as big as you'd like, but no smaller than 12 points. You always want to make sure your headers stand out more than your body copy. You can do so by adjusting sizes, making it bold, italicizing, the possibilities are endless.

10. Use bold, distinct colors for CTAs. Your call to actions are meant to captivate your customers, they should be catchy and bold. Play with complimentary colors or your brand's accent colors for your CTAs.

12. Let it breathe. Increasing line height can improve legibility, it's not always a competition to see how much you can fit on each side at any given time. You can take this PDF as an example of easy to read paragraphs and headlines.

13. Stay relevant with QR codes. Another form of CTAs are QR codes. You can easily direct your customers to your home page, or to a campaign specific page. You can also direct them to your contact us page so they can easily find your information. You can create your own QR code with your schedule engine link! More info below.

Design Resources

[DM Template](#) Start new designs here

[QR Code Creator](#) Add some pizzazz with QR Codes

[Unsplash](#) A great place for free images

[The Noun Project](#) Free icon library

[Coolors](#) A resource to select cohesive color palettes

Questions

Got a question? We got you. Feel free to send an email to your pro product specialist.

