

7 Things That Make Your Direct Mailer Stand Out

A great direct mailer doesn't just show up. It stops the scroll, earns a second look, and gives the homeowner a reason to act.





Size

1

Size

A larger format cuts through the stack before anyone even reads a word. Oversized postcards get noticed first, put down last.



2

QR Code

One scan takes a curious homeowner straight to your booking page, review profile, or a special offer. No typing required.



Promotional Objects

3

Promotional Objects

A magnet on the fridge or a sticker on the toolbox keeps your name in the room long after the postcard would have hit the recycling bin.



Promotional Offers

4

Promotional Offers

A clear, time-limited discount gives undecided homeowners the nudge they need to pick up the phone instead of setting the mailer aside.



Personalized
Touch

5

Personalized Touch

A real name, a neighborhood mention, or a handwritten-style signature makes your mailer feel like a note from a neighbor rather than junk mail.



Social Proof

6

Social Proof

A line like "we've served over 200 homes in your area" or a quick five-star quote turns a cold piece of mail into a warm referral.

TIP

Send postcards after every nearby job, and pair your work with a yard sign for extra reach.

Give homeowners more than one way to respond. A phone number, a QR code, and a URL means they can act however is easiest for them.





When a homeowner responds to your direct mail campaign, Signpost's AI voice agent answers instantly, even if you're on the job.

**Your mailer gets their attention.
Signpost makes sure you're there
when they call.**

Book a Demo →