

Thanks for downloading our
oversized postcard Canva templates!

[Get the Canva Templates](#)

How to Use the Canva Templates

1. Click the link above to take you to the Canva templates automatically.
2. Click the “Use template for new design” button.
3. If you are not already signed in to Canva, you will be prompted to log in or create an account.
4. A copy of the templates will be created in your Canva account.
5. Edit whichever templates you like to fit your brand’s colors and fonts, and add your company logo.
6. Once your design is done, click the “Share” button in the top right.
7. Click “Download”. The file type should be a PDF. Only check the pages you’d like to download. Click “Download”.
8. Save your PDF to your computer; it is now ready to be printed!

Here Are Some Tips, Tricks, and Best Practices to Make the Most Out of These Templates

Ensure your message is not too specific

These types of postcards are designed for a broad audience. You don't want to use this type of marketing for just a handful of people. So, when writing your message, ensure it's applicable and relevant to many. More personalized communications should be handled over the phone, through email, or in person.

Keep your senior audience in mind

These postcards are designed for the senior market. When choosing colors, photos, and fonts, make sure your audience will be able to read them. This means the fonts must be at least 14 points, and the colors you choose must have extremely high contrast (e.g., black and white, purple and gold, blue and orange, etc.).

Use an agency management system (AMS) to streamline the mailing process

By using an AMS, like [AgencyBloc's AMS+ solution](#), you can make sending out your postcards significantly more efficient. If your AMS has a direct mail integration, you can pull the mailing and address information directly from the system without exporting information, mapping it correctly, etc.

Find a printer and decide how to mail your postcards

When you've finished designing your postcards, you'll have to choose where to print them and how to mail them.

You'll want to find a printer that provides Digital Variable Printing with Mail Services. This will allow you to print and do a basic mail merge. If your printer doesn't offer mail services, you'll have to address and mail them yourself.

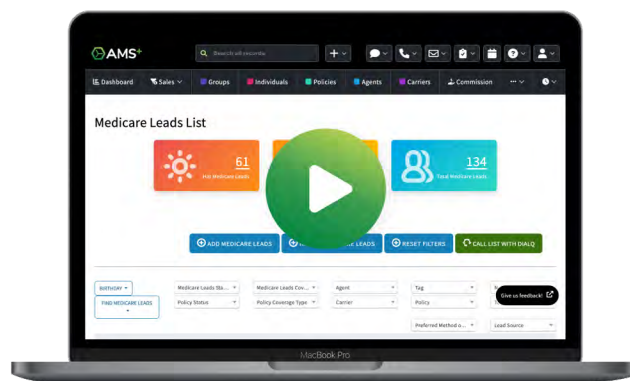
One option is [Direct Mail Manager](#), which directly integrates with AMS+. Add your Direct Mail Manager API key to AMS+, create your postcard and letter templates in AMS+, and start sending mail via the integration. Plus, Direct Mail Manager has features like:

- Real-time mail tracking
- Real-time address verification
- Scheduled mailings
- And more!

Learn More About AgencyBloc's Plus Suite of Industry Solutions

AgencyBloc is the **#1 Recommended** Insurance Industry Growth Platform serving the health, benefits, and senior insurance space. Our suite of insurance-specific solutions can help your independent insurance agency, GA, IMO/FMO, or call center remain compliant and accelerate growth.

Learn more in this 5-minute overview video:



“Since starting using Automated Workflows less than 2 months ago, I’ve written 6 new clients and I have received 6 referrals for new business. AgencyBloc allows me to set up a workflow timeline for my entire book of business “hands off”. The staff gets an email 10 days before a client’s birthday and immediately following a new client’s onboarding. I have provided a custom script to my staff, all they need to do is hand write the card. AgencyBloc is a very powerful system for automating those mundane tasks, it’s so easy!”



Danny M.
Medicare101.net

Ready to learn more about AgencyBloc?

[Schedule a live, one-on-one demo](#) of AgencyBloc’s industry-specific platform. You can discuss your team’s specific needs and see AgencyBloc in action.