

BUSINESS CARDS

WHY YOU NEED

FIVE REASONS YOU STILL NEED BUSINESS CARDS

In the age of connecting through social media and smart phones, it is easy to think that the business card has gone extinct. But contact information is easily lost in translation if a person does not have something tangible to remind them to reconnect later.

1. PEOPLE EXPECT BUSINESS CARDS

Business cards have been around since the 15th century, evolving from several different forerunners. With such a history, people have gotten used to them, expect them, and simply aren't ready to say goodbye.

2. MINI MARKETING

A professionally designed card lets people know your company cares about the details. An unusual design or dynamic logo can make your card stand out in a pile of cards. Be sure to invite potential customers to contact you for more information when you hand it to them.

3. FACE TO FACE REMINDER

Regardless of technology in everyday life, there is still an essential need for adding a personal touch to your networking strategy. Face to face networking is still very important and a business card is essential in those situations.

4. CONVENIENCE

Business cards are one of the most compact business marketing tools in use today. Not everyone relies on or is comfortable with digital devices, so business cards are an essential tool for letting people know how to contact you.

5. EFFECTIVENESS

Sometimes you only have a few seconds to introduce yourself. Giving out your business card in that short time can lead to future opportunities because they now have your complete contact information for future conversations.



FIRST IMPRESSIONS

Making a first impression on someone is a key aspect in business that cannot be stressed enough. Your personal appearance, how you act towards someone, and your company's business cards are key factors in making a good first impression. Although your card should showcase you or your business' personality - it should also be appropriate for your target market. Most importantly, it should clearly communicate to the reader who you are and what your company does.



ESSENTIAL ELEMENTS OF A SUCCESSFUL BUSINESS CARD

- Readability
- Up to Date
- Quality Paper
- Consistent Branding
- Call to Action
- Social Media Outlets
- Memorable

CALL TO ACTION

This is the part of a business card that can help increase your sales leads and is most often forgotten on business cards. On your business card, beyond the contact information, add a short message that offers a discount or special offer. This will have people not only hold onto your business cards, but gives them an incentive to learn more about your company.