

DO YOU NEED A BUSINESS CARD?



Knowledge Base

Do you use a card? Does your Business really need one?

In the business world today we have so many easy ways of contacting almost anyone at any time through electronic and digital processes. Is there really a need for a business card?

They come in all shapes and sizes and have lots of applications that they can and should still be used for ahead of some digital processes.

- **Business cards state professionalism and make that strong first impression**
- **It's the simplest networking tool**
 - **Convenient**
 - **Memorable**
- **Can showcase your brand**
- **Great value for money**

Why every Business owner should have one

10 ways you can benefit from a Business Card

1. **SIMPLE NETWORKING**
2. **AT TRADE SHOWS**
3. **CALLING CARD** - Leave behind or send on after a visit or call
4. **PRODUCT SHIPMENTS** - include with all your packaging
5. **DIRECT MAIL** - include in any marketing campaigns

5 Reasons why Business Cards are such good value

- **Cost-effective** - relatively cheap to produce as little as 5p a card
- **Long-lasting and durable**
- **Versatile**, they have many uses
- **Easy to make a Business card quite memorable with simple design**
- **No distribution costs** - the easiest networking tool

6. **ENCOURAGE REFERRALS** - give to existing clients to give out on your behalf

7. **LEAVE AROUND** - many small shops and some public places allow this for little or no cost

8. **EXCHANGE AT EVENTS**

9. **ATTACH TO INVOICES**

10. **USE WITH A QR CODE**