



WAYS TO MARKET YOUR BUSINESS THROUGH BUSINESS CARDS

So let's say you were able to create an attractive and stunning business card. The problem now is what will you do with it? Business cards are one of the most cost effective marketing tools for your business. Keeping them in the box or in your drawer would do you no good. You need to get them into the hands of your potential customers. Keep in mind that your business card is like a mini-billboard for your business so you need people to see it in order for it to be effective. How can you possibly do this? First off, you need to always keep them in your purse, pocket, wallet or briefcase or at the reception area of your office. It is important that you have them on hand so that when you need them you can easily take hold of it and introduce yourself to a customer. Second, you can always place the cards in libraries, supermarkets, local restaurants or bulletin boards. Whenever there is an opportunity for you to post or leave your card in, go ahead. Somebody important might see it and contact you. Third, include your business card in all your correspondence. If you ship products you can include a card in every package. You can also include your contact information in your email signature. It serves as an electronic business card. Fourth, keep your cards in a nice holder so they won't get bent or wet. Storing your cards in a stylish case creates a better presentation. If you are also receiving someone else's card treat them well. You won't impress the person by mishandling their business card. Fifth, give people a reason to hold your card. You can print something unique and different at the back such as a calendar, list of important events or anything relevant to your business. Lastly, use the business card to introduce yourself. However, don't be too pushy. Make sure that the time is appropriate when you hand them. You can ask first for the other person's card. This way they will also ask you for your card in return. Business cards can do more than just provide your contact information. You can use them as marketing materials to help you bring in more business. So, don't just leave them to sit in a box collecting dust. They are inexpensive enough to print by the thousands, so hand them out so they can serve their purpose.

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