



Why you still need a Business Card

1. Swapping contact information digitally is impersonal.

Networking is about making genuine connections. Sending contact information via text or email on the spot is convenient but it is also extremely impersonal. Engaging in eye contact and actual conversation is how real relationships begin. Two individuals with their heads buried in their phones typing away won't create any kind of significant memory of the encounter. You can easily transfer the information from a business card to your mobile device after the conversation.

2. They are the most effective direct marketing tools.

Email marketing, search engine optimization and paid media all do a great job of attracting leads and prospects, but they still aren't as effective as an in-person meeting sealed with a handshake along with a business card exchange. You can encounter a potential lead or contact at any time -- tradeshows, industry conferences, happy hour, airport lounges -- and arming yourself with business cards at all times will ensure that you never miss an opportunity to make a valuable business connection. Keep some in your pockets, wallet, money clip or laptop bag so the next time you encounter a prospect you are prepared.

3. A business card is the first impression of your brand.

When you meet someone that could potentially be a great prospect or connection, don't you want him or her to walk away with a great first impression? A memorable business card does a lot more than just pass on an email address or phone number. When I make a connection via my business card, I don't want my brand associated with the word cheap. A retail store trying to make a great first impression wouldn't create a storefront sign with a piece of cardboard and a Sharpie. I have that same mentality when it comes to my business cards. My goal is to make a memorable first impression -- I use Spot UV business cards for extra impact. They make a great first impression. A unique business card will actually fuel the conversation even further. Yes, they cost more -- but think of how many unnecessary expenses you can cut to allocate funds for great business cards. Hold off on the ping pong table and espresso machine for the office and get some business cards that will make a great first impression.

4. Creative business cards get shared -- continuing to market for you.

A business card is a physical object that a potential prospect leaves the encounter with. Your brand stays with them. If you meet a prospect and exchange email addresses and phone numbers you each walk away with another contact on your mobile phone -- it ends there. If you hand over a creative business card that makes a great impression that person is likely to show it to other people -- putting you and your brand in front of additional prospects.

5. Business cards show you are prepared.

Have you ever had someone write his or her contact information on a cocktail napkin and hand it over to you? How about someone that had a mobile phone with a dead battery? It isn't the most professional approach. If you met two individuals and one was scrambling to find a pen and something to write on and the other person simply pulled out a business card, who would you want to do business with? Showing that you are prepared at all times is a great indicator that you are professional. Fear not. Conversations will still end with, "Let me give you my business card," at least for a little longer.

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What are the advantages of Flyers for advertising?

1. Reaching the audience is easy

With flyers, promoting your business becomes easy. You can opt for flyer printing services and print unique designed flyers. Then you can distribute these on the streets, in parks, door to door or even as newspaper inserts.

2. Creativity attracts customers

One can get creative with the flyers. This means choose unique designs, write your contents in it in a creative way. This will help your flyer to stand out in the crowd and the readers will be able to see the main message properly.

3. It is palpable

A big advantage that the flyer hold is that it is tangible or palpable, which means the customer can carry it physically. While walking on the street or visiting a mall, if someone gives you a flyer, what will you do? First have a glimpse of it. If it appears attractive then you will read the content in it. Hence, a well designed and printed flyer can have a great impact on the customer. Depending on the uniqueness of the flyer, the customer decides whether to read it further or not. So, while choosing a flyer printing service, be cautious as a quality and professional print finish is required to grab the attention of the customers.

4. Include incentives

Another way to make customers look into the flyer is by including coupon codes and gift vouchers into the same. This will help in creating the brand awareness as well as act as a catalyst to reach more consumers. To understand this, let's take an example. A customer comes across discounts on your flyer and tells his/her friend, about your brand and the vouchers. The friend again tells someone else and in this way your brand will spread by word of mouth. Hence, by a flyer, you can effectively promote your business or any event that your company is organizing.

5. A cost effective option

Printing flyers do not really need a heavy budget. Other promotional methods like billboards, television advertisement, paid digital ads require quite a heavy budget. But, for flyers, you can get in touch with a flyer printing service which offers professional and good quality printing services. Some good printers also offer 1 hr printing service and hence, you can get your work done in an hour. Now, that you know the advantages of using flyers for promotional activities, why don't you try it yourself. This is an effective and cost effective way to reach the consumers. Get in touch with your nearest printing service today!

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