

Utilizing Business Cards as Advertising Tools

"A necessary marketing component for any company are business cards. With an array of designs and layouts available, business cards can be customized to promote your company image to both businesses and consumers alike. Don't limit the marketing abilities of your business card by using it only as a handout at the end of conversations. Utilize the maximum potential of your cards by using the incorporating the following advertising techniques.

1. Place business cards in the offices of non-competitors who have the same target audience as your company. For instance, a massage therapist may want to put business cards in chiropractor offices, salons, or bath and lotion product stores.
2. Post your cards on bulletin boards located in universities or community buildings, for instance. Because business cards are so small, your card will need to be very colorful and unique. Or tack several on your poster for a convenient way for prospects to take your contact information with them when they finish reading the poster.
3. Include business cards in direct mail pieces. Often, clients throw away mailouts before saving your information. A business card will give them an easy way to file your contact info, especially if your cards are magnetic.
4. Place cards in presentation folders that you give away at the office or at meetings. This way, even if you cannot personally shake hands with every prospect, they will still receive your business card when they pick up your informational packet.

No matter if you use rounded edges or square, plastic or paper stock, and black and white or full color, [business card printing](#) can advertise in ways that other marketing tools cannot. Plan to make business cards a part of your marketing campaign for making your contact information available in a variety of locations.

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About the Author

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