First Day of Spring is March 19th

Are Business Cards Dead?

We don't think so and here are three reasons why, according to Small Business Rainmaker and Adobe Blog:

1. Sales increase by 2.5% for every 2000 cards that get passed out. Quick math…if your company is doing $100K would you spend <$100 for 2000 cards that give you $2500 in extra revenue? What if you are making $1M in annual sales? Are you going to turn down an extra $25K? Probably not!
2. 88% of business cards that are handed out get thrown away in less than a week. Perhaps. However, that still leaves 12% that do keep them. Stats also show that 9% of cards are added to the recipient's digital contact list. While the card may be gone, your info lives on.
3. 39% of people won't do business with you if your card is cheap looking and 72% of people judge your company by your card. Why would you hand out cheap looking cards that reflect a lack of professionalism?

So, what makes a good business card?

First, a good business card will include all your basic contact information. Include relevant websites and social media accounts that are important to your ideal customers.

Secondly, print on good card stock. Even a plain card, designed and printed well is better than a fancy card you print on an office printer. Here at MOBO we have incredible specialty papers and finishes to incorporate into your design. The way your card feels in the hand also leaves a lasting impression!

Third, get creative…as long as it is relevant to your brand. Talk with us to discuss ideas on how we can help enhance your brand with your card.

Finally, make your business card work for you:

- Include a call to action on it. If it helps them solve a problem or is a special offer they will probably engage
- Include a testimonial – they build trust and credibility
- Add relevant accreditation or trade association memberships
- Put your photo on it
- Use both sides of the card
- Add your business cards to invoices and product shipments
- Include printed cards in all your print promotions and campaigns

Remember, even if business cards were on the decline, it is always easier to stand out when a marketing channel is less crowded! Not all people own smartphones, some cultures require business cards as basic etiquette and you never know where you'll meet a potential customer, which are also great reasons to continue to use this cost-effective method of marketing.

What does your card say about you? Again, feel free to reach out to our team for guidance and advice for business cards and all your printing needs. Please see the list below as a reminder of all the printed items we can assist with.

Wishing you a wonderful month of March as we move towards Spring!

-Team *MOBO*

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