



# Business Cards



- **Business cards** are cards bearing business information about a company or individual.
- *A small card identifying a person in connection with his or her business, given to a client, potential customer, etc.*
- They are shared during formal introductions as a convenience and a memory aid.
- **A business card typically includes**
  - ✓ the giver's name,
  - ✓ company or business affiliation (usually with a logo)
  - ✓ contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website.



# Why are they importance?

- **First Impression**

As business cards are part of an introduction, they are important for making a favorable first impression.

- **Low Cost**

Business cards are relatively inexpensive, making them a cost-effective marketing tool for small businesses on a tight budget

- **Portability**

Business cards can go wherever you go, making them an essential mobile marketing tool if your business requires you to travel frequently

- **Building Your Brand**

Business cards can help you establish your brand, which makes your company more easily identifiable

Source: <https://yourbusiness.azcentral.com/importance-business-cards-1527.html>

# Let's analyze this card

Logo of the  
Company





# Tips

- Use your logo as the basis. Make it the largest element on the card.
- Keep it simple. Don't cram too much information on the card.
- Do include the essentials--your name, title, company name, address, phone and fax numbers and e-mail address--and make sure your name and business name are immediately identifiable.
- Make sure the typeface is easily readable.
- Stick to one or two colors.
- Make sure it's easy to read.



# Which business card is more effective?

A



B



***Write your reasons***





## *Your turn*

- Create an effective and creative business card of your own
- Use the guideline
- Be creative

**Good Luck**





THANK YOU