



Wholesale Trade Printer

6 Reasons Why Your Customers Need Business Cards

www.SinaLite.com



Introduction

Business cards remain an essential item for any business owner, entrepreneur, or professional looking to extend their expertise to others via networking. When business cards are well-thought-out and designed from a presentation standpoint, they can help to secure the perfect first impression and obtain leads through various methods. Anyone who is serious about their professional life should have them at all times, as opportunities may present themselves unexpectedly.

[10 billion business cards](#) are printed in the U.S. on an annual basis, and for every 2,000 cards that are distributed, companies experience an [average sales increase](#) of 2.5%. The modern business world has advanced the degree to which professionals expand their contact lists and network with prospective clients and employers/employees. When so many of these interactions take place virtually, on networks such as LinkedIn and Facebook, it can be quite easy for many to lose sight of the traditional advantages that a business card presents. Despite the various alternative methods for people to introduce themselves to others in their industry that exist

today, there are many benefits a business card can provide that cannot be replicated elsewhere.

Because of this, it is necessary to show your customers that selling business cards is of great value and importance, with a great potential for a return investment in the form of an expanded network and opportunities for their professional life. The purpose of this white paper is to explain how business cards are expected to maintain their relevance and value into the future, and they should continue to be a vital component of any individual's networking strategy. The following reasons explain the features which make a substantial difference in the mind of the recipient:



Business Cards are Memorable

The primary role of the business card is to educate the recipient about yourself and your business, as exemplified by the title, contact information, and any other information featured. There is great potential for creativity when the time is taken to figure out the best approach, as well as aligning one's self to stand out from the competitors in their respective industry. They can help to foreground identity, and are far more effective than bringing someone to a LinkedIn page or sending them an email address. They are a simple, yet powerful way to make an impact, right from the very start. If your customers have been reluctant to update their current business cards in a while, it is worth it to convince them to consider taking a new or dynamic approach to their presentation by ordering a new batch.



Business Cards are Tangible

There are more factors to a business card's presentation beyond the text and imagery it features. Shape, weight, and texture can all connote values that can add to the recipient's first impression. Depending on the message in mind, it is always important to consider that the card stock and finish chosen will play a big role in the final product. When thought and care are put into these aspects, there is a greater chance for an increased emotional response for the card recipient.

The way in which your business card is displayed is important from an external perspective. Crafting your cards with the right finish and stock can make all the difference. For example, we at SinaLite offer [a wide variety of business cards](#) with each, including Matte Finish, High Gloss and even Spot UV finishing. It may sound like an unnecessary addition, but when it comes to catching someone's attention and standing out from the rest, you can't afford to not consider applying an extra touch.

Business Cards are Convenient

Business cards are a perfect way to showcase one's brand and provide pertinent details, as they are small and thin enough to go almost anywhere. Designed to fit into a small space such as a jacket pocket, wallet, or purse, they can be carried wherever necessary with ease. They are also small enough to be placed on notice boards, included in letters, or featured on a desk surface. Aside from being handed out, they can be left in a variety of places to ensure they are seen and taken interest in.

Business Cards are Efficient

It is imperative that your customer's business card highlights their professional side. This is the most prominent element that has enabled business cards to become a requirement for several industries. Having a business card at all times demonstrates an aptitude, interest, and professionalism. These manners can extend to others as well, and even have them speak fondly of you from a simple gesture alone.

Business Cards are Versatile

While the majority of people keep their business cards simple in terms of format, some may opt to go above and beyond to create something that is unique, in a way that will keep recipients continually thinking of them. A multipurpose card is used as a business card, as well as a secondary item such as a reference tool or physical tool.

Just as well, if your customer really desires others to make use of their business card, attaching a promo code or offer to be redeemed online can do wonders. Clients are more likely to hold onto a card if it can be used for something else in their daily lives. It's an effective way to make sure potential customers are engaging on a trial basis, and also builds confidence in customers by giving them the feeling of resourcefulness and trust.

Conclusion

A business card can be brought with you almost anywhere, making for a versatile means of expanding awareness and exposure. It gives people something to look at and consider, and refer back to when the need for your good or service presents itself. As a result, a well-thought-out and presented business card will lead to business where it is least expected. Your customer's business platform in their respective industry can potentially rise from these simple interactions, and form important business relationships down the line. As it stands, business cards are more important than ever, and are likely to not go out of style anytime soon.

Be sure to visit SinaLite for all your business card needs.

[View SinaLite Business Cards](#)