



# Key 3 Media's Top tips

## Maximising your business card real estate





## Hello!

Welcome to Key 3 Media's free factsheet on how to generate sales enquiries through the most underrated piece of marketing real estate... the humble business card.

Most business cards simply say who you are and how to get hold of you. But wouldn't it be better if they acted like a mini website for you and actually encouraged people to call should they be interested in your service or product? If your answer is "yes", read on!



I'm going to share with you some top tips on maximizing business card design. Not airy-fairy tips, but tried-and-tested advice that will help increase your bottom line. You can have different-shaped business cards of course, wacky ones with widgets attached to them, etc etc, but if you don't get the basics right it is still just window dressing. Stuff that is memorable (which is not a bad thing) but won't necessarily make people pick up the phone.

Some points might seem like common sense to you.

Other bits you may never have considered in a month of Sundays.

At the end of the day, what have you got to lose? Either you're getting new cards done anyway or would consider shelling out a little bit on a re-design of your existing ones. If they bag you one new client, chances are you'll already be in profit!



**"I implemented some of Key 3 Media's tips on my new cards and I've had a number of enquiries in the first month beginning with, "I've got one of your business cards and was wondering..."! It's great, especially when I used to think a business card was just a business card!" - Louise Jones**



## Use both sides

This sounds obvious but I see so many cards (and leaflets) that are blank on the back. Madness! You won't find many websites with a blank page... It is a wasted opportunity. You don't have to cram your life story into the card but double the space means double the chance to 'wow'.

## Go matt laminated

We've all been handed thin, photocopied business cards before, and they're not good. You want a 400gsm silk art card minimum, i.e. quality paper, that has been matt laminated, which looks great, feels great and reduces the faint time on the colours.



## Get your card professionally designed and printed

DIY jobs printed at home again reek of low quality. Not that getting business cards designed and printed properly has to be expensive. If you can't afford £100 or don't deem it necessary, what might a potential new customer assume? I once met a financial adviser who kept saying he was only interested in high net worth clients... then he gave me his business card, and it was the cheapest one I'd ever seen. Hmm, not someone I'd be recommending.

## But watch out for dual branded printing offers

These are professionally printed cards, offered by some national printing companies, that are free. Hang on... professionally printed yet free? What's the catch? Indeed, there is one. The catch is your new cards will also have the printing company's name or logo on them. You might not care, but many business owners you meet will. They'll know you got them for free. They'll know you didn't want to fork out any of your own money.



## If you contact details change, suck it up

Crossing out your phone number with a biro and scribbling down the new one next to it does not look good. In fact, it looks terrible.



## Landline or mobile?

Most people will give their landline and mobile. I wouldn't go 'mobile only' unless perhaps you're a tradesperson. It just looks unprofessional. Many people like to know you have a fixed base of operations. I go 'landline only' as I made the decision to keep my mobile for clients and friends only. But my landline does divert to a call answering service if I'm unavailable.

## Include your address

All business cards should have a phone number, email address and web address but don't forget your physical location. People will probably be able to find it by going online anyway, so save them the hassle.



## Check for typos

Even though your designer will check your artwork it is up to you to check your spelling and grammar, ultimately it is your responsibility. I have seen a solicitor's business card and he'd spelt "solicitor" wrong. Would you put that man in charge of your legal affairs...? Double check before going to print and then ask a friend in another line of work to check it too; you may be too familiar with words you see every day in your industry.

## Only use active social media icons

If you're active on various social media channels, let people know by displaying the icons on your card. If you're not, don't. Advertising the fact that you're on Facebook does not work well when people then go check out your page and it was last updated two months ago.



## Add a headshot if yours is a personal service

If you run a chain of shops, you probably wouldn't bother with a photo. But if you're a local business and people are mainly buying into you, get a nice photo slapped onto your card. People buy people. They will associate your face with your business and then (hopefully) see that face a lot online too – which is why it can be good to use the same headshot for all your social media profiles. You'll have to smile though, a little or a lot. Looking bored or scary will naturally have a negative effect...!



## Use a strapline or snappy summary

If your company is called “Bob Smith Plumbing”, you don’t have to be Einstein to figure out what you do. But adding a one-liner such as “Your pipes are my problem...” wouldn’t hurt. Or something better... With some company names, however, it is not always obvious what you do. So it’s good to include a one-line description, making it clear what your benefits are for the customer. Ours, for example, is “Fluff-free marketing to increase your company’s brand awareness and sales”.

## Consider having a call-to-action

If you’re handing out cards, wouldn’t it be great if they encouraged recipients to do something that would help them (and you)? They might not buy off you straightaway or ever, but it would be beneficial to at least have them sign up to your subscriber list. You could of course sign them up anyway, but some people don’t like that. Again, using our Key 3 Media business cards as an example, our say, “For free marketing tips and advice, register at: [www.key3media.co.uk](http://www.key3media.co.uk)”. Harmless and inoffensive, but it helps add people to sales funnel.



## Word of Mouth is the best form of advertising

Everyone knows this. But most business owners and managers never actually ask for testimonials. Even your no.1 customer is unlikely to be walking about recommending you day and night. Business people nowadays are becoming more pro active on this front and harnessing review websites and feedback forms. You can then use one or two testimonials in all your marketing, including business cards.



## You could be properly wacky...

You may want to achieve real standout and do all kinds of innovative things with your business card design. Like getting them die-cut into funny shapes, or attach keyrings to them, or make them multi purpose. One car company has their business cards made of plastic every winter so they can be used as ice scrapers.... The world is your oyster. But get a few people’s opinions first because there’s wacky and there’s plain naff. Many companies that have gone down the novelty route sooner or later come back to the tried-and-tested “traditional”.

**If you’d like any practical assistance with your marketing, call Andy on [01743 851976](tel:01743851976) for a free initial consultation.**

