

POWERING YOUR BRAND

Why Business Cards Still Matter



27 MILLION BUSINESS CARDS are printed daily.¹

Problem: **88 PERCENT** of business cards are tossed within a week.²

Why? **63 PERCENT** say it's because they don't need the service at the moment.²

Tip: Design your business card to be so unique, people want to save it.

Motivation: A company's sales increase **2.5 PERCENT** for every 2,000 business cards handed out.²

REMEMBER THE BASICS OF **GOOD BUSINESS CARD DESIGN:**

- ✓ Keep it clean and simple so information is easy to read.
- ✓ Include all pertinent contact information.
- ✓ Be brand consistent with use of logo, color, font and style.
- ✓ Use both sides of the card to maximize available space.
- ✓ Add a graphic element to be more memorable.

The cost to produce business cards varies greatly depending on the specifications and vendor, as does the quality of the final product. It can range from free plus shipping costs (\$7-\$19) to full service design and printing with upgrades (\$600+)⁴

The world's **most expensive business card** is the Signature Card by Black Astrum³:

- Custom design
- Studded with diamonds
- Sold in sets of 25, 50 and 100 cards
- Metal cards
- \$1,550 per card

BRIDGE THE GAP BETWEEN **PRINT AND DIGITAL BY MAKING YOUR BUSINESS CARD INTERACTIVE**



URL



QR Code



NFC Technology (AR)

Link to online content, extending the engagement you have with the prospect – transforming your business card into tangible technology.

¹<https://www.creditdonkey.com/business-card-statistics.html>

²<https://theblog.adobe.com/4-business-card-statistics-that-will-make-you-rethink-your-strategy>

³<http://www.extravaganzi.com/diamond-encrusted-signature-business-cards-by-black-astrum/>

⁴<https://smallbusiness.costhelper.com/business-cards.html>

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