

Southside People



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Does your business card build buzz?

If you only had one piece of marketing literature for your business, it's most likely that it will be your business card. But how do you make sure that it works hard for you?

When you meet a new business contact, have you ever found yourself making a judgement about how professional the company is by the quality of their business card? And what if they don't have a business card at all?

Just as we never leave home without our mobile phone, if you are an entrepreneur or business owner, it's important never to leave your office without your business card.

One of the most common mistakes we make with our business card is that our details are out of date. Crossing out your phone number, email address or even office address on your card as you hand it to a new business contact is not going to leave a great impression.

And when having your business cards printed I don't recommend that you print it in a dark colour. Many times people will want to write a short reminder note on the card perhaps about where they met you so I would recommend that you don't print your cards in dark colours on both sides.

That brings me to another common oversight. If you are printing new business cards, how can you make use of the reverse of your card? Why not print the opening hours of your business, a special discount code or information about how to access a free trial of your service or product? You might add details of how to access your email newsletter or special report you make available from your website. Or could you provide some helpful tips and information on the reverse of your card related to your product or service.

So why not take some time this week to review how effective your business card is in building buzz about your business? You never know when someone just might pass on your business card to someone who is looking for your products or services.

If you want to learn more about how to build buzz about your business on a small budget why not join me at the Dun Laoghaire Rathdown County Enterprise Board workshop - Tune up your Marketing - a 1 Day workshop on the Rules of Marketing in a Recession. This takes place on Wednesday, February 25th - for details of how to book your place, see the details on this page, or call the Enterprise Board on (01) 494 8400.

© Krishna De, BizGrowthNews.com and author of the forthcoming book '42 Rules of Marketing in A Recession'.