



a **DELUXE™** company

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WHITE PAPER

Business Card Billboards

Make Your Business Card Into An Advertisement

Capture Your Prospect's Attention
And Make Them An Offer While You're At It!

Make More of Your Business Card

Every day you only get a few opportunities to actually have the attention of your customer or prospect. More than ever you need to capitalize on these opportunities and make sure you leave an impression. When you follow up your meeting or send your literature with a poorly designed and printed business card that looks just like hundreds of thousands of other cards, then you have just lost one of the those rare opportunities to connect and make an impression.

So What Should I Do?

Most cards are boring. They look exactly like everyone else's card because they are not professionally designed, they are printed in simple colours and they do not include any of these key differentiators:

- **Call to Action** – a reason to use this card today
- **Frequent Buyer Program** – usually on the back
- **Greeting Card** – the back of your business card used as a special greeting
- **Inspirational Quote** – most people can't throw away a unique, inspirational quote that is printed on the back of the card
- **Incredible Design** – a card that matches your business position and branding strategy

1. Add a Call to Action

One of the key strategies in any marketing or advertising campaign is a call to action – a reason to call right now before the offer is gone. Here are some simple ideas for your card:

- *Bring this card in and get 10% off your first order*
- *Bring this card in for a free pair of socks when you buy any jeans* (insert your company's products)
- *Visit our website and key in "business card special" for a unique gift when you place your first order*

2. Add a Frequent Buyer Program

This idea works great for businesses that sell small ticket items (coffee, subs, oil changes, etc.) Some simple ideas to include on the back of your card:

- *Coffee Club – Buy 5 Coffees and Your Next One Is On Us*
- *Sandwich Club – Buy 7 Sandwiches and Your Next One Is On Us*

3. Add a Greeting Card

A very simple idea that can pay big...here are some greetings that could appear on the back of your card:

- **HAPPY BIRTHDAY!** *Bring this card in on your birthday and get your dinner free.*
- **THANKS FOR YOUR BUSINESS!** *Return with this card and get 5% off your next order.*



4. Add an Inspirational Quote

Don't under-estimate the power of this idea. Adding your favourite inspirational quote to the back of your card will have an impact on a large portion of those who receive. This will cause many to save it who might have tossed it otherwise.

Check www.quotationspage.com if you don't already have one of your own. Here are two great quotes you might consider:

- *"Do one thing every day that scares you."* – Eleanor Roosevelt
- *"You must be the change you wish to see in the world."* – Gandhi

5. Add Incredible Design Features

This is where you really need to use a company like **NEBS** or go to one of your local designers. Most printers cannot do world class design and many places that small businesses would buy cards – like office superstores, photocopy shops or at internet card web sites – use template designs that are not unique. Your card ends up looking just like "clutter" – the kind of card that gets tossed away. Your business card is the most common reflection of your company's image and it is worth your while to have quality and good design.

Some design ideas can be found at www.nebs.ca/design. Here are a few other tips:

- Use full colour for maximum effect and to reinforce your branding message. Today's digital technology allows **NEBS** to print full colour cards in quantities as small as 250 for a surprisingly low price - call us for details.
- Use your own photography or uniquely designed logo – DO NOT use clip-art or stock photos – if you want to look BIG you have to act it.

6. Creating Character

Your business card is an extension of your character and is one of the most important pieces of business communication that you have. You just cannot afford to go cheap with something as important as your character. Follow these tips or call our Design Team – it's not as much as you think to look like a Fortune 500 business.Δ