

Electronic Business Card Design Importance

Introduction

Even though we live in a digital world, it is still important to promote your business offline as well as online. One of the ways in which you can do this is through the use of quality business cards. This is one of the reasons why business cards are still important in the digital era.

Over the past couple of decades, technology has come a very long way. We are now more reliant on tech than ever, and the internet has become a staple in day to day life. So, does this mean that printed materials such as business cards are redundant for businesses? Well, the answer to that question is most definitely not

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What Is a Digital Business Card?

The purpose of a digital business card is simple: to help you connect with more potential clients, partners, and co-workers.

I'm sure you're already familiar with traditional business cards, the printed product that you might hand to a potential client or colleague. It's a perfect way of networking and leaving your contact details to connect later on.

Digital business cards serve primarily the same purpose. Most of us are on so many platforms (LinkedIn, Twitter, Instagram, and more) that it can be overwhelming to share all those details at once. That's where virtual business cards shine.

The point of an e business card is to create a single, simple, shareable file with all your contact details. That way, the recipient has no friction to follow your account on social media or contact you using the details.

E business cards, like this one built with about.me are quick summaries and contact details that the recipient can use to reach out.

A virtual business card is often shared via email in your contact signature. Instead of mentioning your social details in the body of the email, it's easier to have them all in an e business card at the bottom in the form of a signature. Most virtual business card tools will help you generate a card to add as the signature to your email.

Many digital business card builders are free tools that help you to launch the finished product as a website. Some virtual business card tools will create shareable URLs that you can send. Instead of making the recipient remember all your social handles, use the e business card site as a launchpad.

Printed business cards are still useful and important, but it's important to create digital versions as well. Luckily, you don't have to choose whether you want to create only a traditional or electronic business card.

Why Business Cards are Still Important in nowadays

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Adding to your professional image

Business cards still play a vital part in the promotion of your business, because they add to your professional image. Of course, you need to ensure that you have high-quality cards that are professionally printed. You also need to ensure you have the right information on the cards. By doing this, you will get the most from your business cards and will be able to use them alongside digital marketing.

Representing yourself and your business with real business cards

So, why is it still important to represent yourself and your business with real cards? Well, there are many reasons why these cards are not redundant and should still be used. Some of the key reasons behind this include:

• They are more personal. Exchange of information over digital platforms can come across as very impersonal. However, using a business card adds a real personal touch. You can engage more effectively with another person when handing out a card. It is also something physical that they have, which adds a personal touch. Emails and social media exchanges are very convenient, but they do not have the same personal edge as a card.

• They are great for events. Most business people go to a range of events each year. If anyone wants your business details, whipping out a pen and scribbling them down is not ideal at all. However, handing out a business card is professional and slick. This makes them ideal for business events and networking.

• Gives a good impression. A well-designed business card can give others a great impression of your business. These cards will form the initial impression for someone that you meet. If you want them to remember you, handing them a card is a great way to achieve this. It will provide them with all the contact information they need.

• Convenience and ease. These cards provide you with greater convenience and ease when handing out your details. As a business person, you may spend a lot of time on the road. This means that you are likely to bump into a

lot of potential customers and contact.

• It can be shown to others. If you impress a contact with your business card, there is a chance that they will show it to others. This immediately enables you to promote your business without lifting a finger.

• Makes you look organised. Having business cards to hand makes you look far more organised. Nobody wants to deal with a disorganised company.

These are just some of the key reasons why it is so important to still use these cards even in today's digital world.

The importance of a well-designed card

One thing you should bear in mind is the importance of having professional-looking cards. Often, your card will be the main first impression someone gets of your business. A tatty, badly designed card will do you no favours. Make sure that the cards are dynamic in terms of design. Also, make sure they contain the most vital information. This includes your phone number, email address, fax numbers, and social media details.

In addition, you should ensure that the card is not cluttered with information. Keep it simple but use a striking design to make it look really slick and professional.

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