What is a business card?

Business cards are small and creative papers printed to introduce people or businesses. In other words, it is an object that contains general information about a personnel working in a business or a business. It has been used by many businesses as a corporate identity element for many years.

Why is a Business Card Important?

The most important function of the business card is to make the communication between your business and your potential customers sustainable. A business card is important to give information about your business to people you meet in a meeting, organization, training or daily life and to provide a tangible product that will keep you in mind.

Thanks to the business card, you can leave a trace by contacting the other party. A business card provides great benefits for corporate communication and business relations. It is also an important tool for brand awareness on your target audience.

Even though it is a very small detail in business life, a business card will give you prestige. If you do not give your business card to the other business or person in a mutual business relationship, your reputation may be damaged. Therefore, you must have a business card on behalf of your corporate identity.

What Information Is On The Business Card?

Business card design is very important. If you want to draw a corporate identity for the other person, a quality print is a must. The information that should be on the business card is as follows;

Your company's name and logo will show corporateness.

The person's name and surname increase your reputation.

You can also let them know you by typing your title.

You can contact with landline number and mobile phone number.

Corporate e-mail address and corporate website address are the new elements of institutionalization.

You must also write your full address.

The details we mentioned above are the basic elements that should be on a business card. This information may vary by industry and situation. Some people also add QR codes. Simple and eye-catching designs always attract more attention.

What are the mistakes made in the business card?

To write the information of a brand on the back of the business card and the information of a different brand on the front. (This mistake is made by those who represent more than one brand affiliated with the same company.)

Missing information on the business card.

Too much information on the business card.

The information on the business card is out of date.

Using someone else's business card.

Not being able to adjust the dimensions on the business card.

Wrong color choice.