

Title:

5 Reasons to Send Business Christmas Cards

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Summary:

If you've never sent business holiday cards, or don't make a point of sending them out every year, here are five reasons why you should start....

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Article Body:

The holiday season will soon be upon us, which means that it's time for businesses to start thinking about Christmas cards. If you've never sent business holiday cards, or don't make a point of sending them out every year, here are five reasons why you should start:

1. Meet Expectations. Although the adage, "It's better to give than to receive," is a sentimental favorite, those with whom you do business expect to be remembered during the holidays. Holiday greeting cards help smooth your business relationships during the rest of the year by meeting expectations during the Christmas season.
2. Improve Customer Relations. Whether you have a business-to-business enterprise, provide a professional service, or own a retail store, chances are that your success is built upon maintaining relationships with your customers and clients. Christmas cards show your customers and clients that you appreciate their business, and that you want to share the spirit of the season.
3. Cost Effective. Perhaps you already buy holiday gifts and remembrances for your best customers or clients, but business holiday cards allow you to reach many more people for relatively little money. You can purchase personalized business holiday cards for as little as \$1.40 each, including options to select among many different styles and verses, several colors of ink, and imprinted envelopes. This is an excellent investment in your business.
4. Excellent Return on Investment. Chances are, you and your company receive business Christmas cards from your vendors and suppliers. So, you understand the

warm feelings that arise when you read their holiday cards, and you probably experience a "carryover" positive impression when you do your purchasing in the New Year. If you doubt that business holiday cards generate an excellent return on investment, ask yourself this: All other things being equal, which company would you choose to do business with - the company that sent you a holiday card every year or the company that only contacted you when it was time to reorder or collect payment?

5. Limitless Choices. With the rise of Internet and ecommerce, companies have an unprecedented opportunity to select business Christmas cards that reflect their company's image and values. The best online sources for business holiday cards have a wide variety of high quality card designs. In addition, the best online greeting card companies offer a free choice of verse, free coordinated foil-lined envelopes, free samples of Christmas cards, and a multitude of choices for personalization.

In today's business world, you need to take advantage of every opportunity to differentiate your company from your competition. Sending business Christmas cards is a small gesture than can mean improved customer relationships and an excellent return on investment. You really can't afford not to send holiday cards to your customers, clients, and associates.