



Business Card Best Practices Advice Published On Crane Business Solutions's Blog

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Crane Business Solutions' Owner Michael Crane just published a new blog post on how to make business cards more effective. While business cards are ubiquitous, most of them don't work very well. Crane wants to change that and offers some advice.

Business cards are meant to play an important part of spreading the word about one's business, but the vast majority of those cards are less than effective. To help business owners get more mileage from their business cards, Crane has published a post on his Office Supplies Expert blog with five key steps that are part of business card best practices.

Most business cards include the basics, such as name, company name, email address, and phone number. In addition, they usually also include a physical address and a website, plus a logo and often other niceties.

The problem is that business cards are small, and the more information is printed on them, the smaller the print will have to be. The result is those cards are hard to read and don't get their message across very effectively.

An even bigger problem is that most business owners don't think through what they want their business cards to accomplish. Crane, the founder and owner of Crane Business Solutions, argues that business cards should clearly reflect their purpose and appeal to their target audience.

Says Crane, "Make sure that anyone looking at your card will see what you want them to do at a glance. Do you want them to call? Place your phone number prominently on the card. Do you want them to visit your website, maybe to sign up for a free gift? Then make that very clear."

Another key tip suggests that business owners should track their results. That way, they can make adjustments and use their cards much more effectively to grow their business. Crane's article also explains some easy tracking options.

The article can be found on Crane's Office Supplies Expert blog.

Crane Business Solutions is a one-stop shop for anything a business needs to operate effectively, including office supplies, furniture, design and printing services, promotional products, and much more. It is located in SE London, and offers free next-day shipping across the UK.

Crane currently offers a special introductory deal on business cards. In addition, Crane's Do-It-Yourself Print & Design platform allows his customers to modify their own business cards and order additional ones as needed.

Whether they want to experiment with a new slogan, add a new phone number, or create cards for new team members, it will take just minutes, and the cards will be delivered within the next day or two.

More information can be found at <http://officesuppliesexpert.co.uk/business-card-best-practices-2016>.

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Crane Business Solutions

Crane Business Solutions offers everything you need to make your business successful, from office supplies to furniture to promotional products to printing services, and much more.

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