Business cards

Business cards are cheap, easy to hand out and transport. That makes them a staple among advertisement materials even in the age of online marketing. Although, business card seems really old-fashioned, it might be very useful, depending on how you plan to market yourself.

<u>When to use business cards?</u>

- **When you expect to spread the word about your startup in person:** business cards work best when handed out in person rather than left on a table.
- **When you want to make a personal connection:** a personalized business card allows you to expand your personal network while advertising your product or service.
- **When you want people to have something to remember your interaction** by and to have all the needed information for finding either you personally and/or the product or service provided by your startup.

A typical business card includes the following information: name of the person and/or startup, role and/or position of the person, contact information (email address, phone number and/or website) and a logo of the startup. In some cases it's also useful to include slogans or small paragraphs about your mission, but these shouldn't be wordy - any and all text on a business card should be simple, easy to process and big enough to read.

Traditional business cards are printed on a white cardboard stock approximately 85x55 mm in size, but the very best business cards are both informative and memorable so maybe it's a good idea to choose a different shape, size, material or colors. You can find some creative business card ideas in the video below. Watch the video and try to find examples of when a business card perfectly conveys the main idea of the organization or person it belongs to.

In case you would like to create one, to get some inspiration, watch this [video](#).

Printed materials

Printed materials such as flyers, booklets or posters are another staple among advertisement materials. They are easy to distribute, visible to many viewers without a need for direct contact and their cost when printed in bulk or with a personal printer is quite affordable. .

<u>When to use printed materials such as flyers, booklets or posters?</u>

- **When you have a lot of visual or written content you want to share with the target audience:** flyers and booklets, and to a lesser extend posters, can fit a lot of text or images in them. This is good for sharing images of your products and/or services and including a more detailed overview of your startup etc.
- **When you want your clients to have some reference material about your product/service:** a price list, a list of products/services provided, location where your products/services are available and many more. In comparison to the business card, these materials are typically more about introducing the product/service itself rather than team members behind it, although you can also focus on the team members this way.
- **When you want to spread detailed info about your product/service without direct communication:** a well designed flyer or booklet allows potential clients to attain information about you at their own pace and exactly when they need it. While it's true that a lot of flyers or booklets that are handed out, are never read, it's still a good non-invasive method for advertising. And posters achieve the same while also being a bit more environmentally friendly as they are viewed by many people without the need for a separate poster for everyone.

<u>What to consider when designing a flyer or a poster?</u>
- Make sure the file you have made is the same size as the print you desire. For example, when you make a poster with measurements 297x210 mm (the standard size of an A4 paper), that poster should be printed out at that exact size and not bigger or smaller. Both a bigger print and a smaller print might make a poster blurry and unattractive.
- If using a printing service, make sure to communicate with them before designing the flyer to find out about any potential requirements they might have for printing materials. The very least this concerns the size of the print, find out at what measurements the printing service is able to print.
- Use a lot of visual materials: photos, illustrations and colors that support your branding (you will learn more about branding in the next lesson). Best photos for printed materials are usually the ones you can make yourself, because they describe your product or service the best, but stock photos are still used quite often. For example, in the sample pictures used in this lesson, all the background images are from a website called pixabay (https://pixabay.com/), which offers a wide selection of good quality photos that can be used for commercial purposes for free. If an image on pixabay has a note next to it that states "Free for commercial use. No attribution required", then it should be safe to use in your designs.

Watch video: https://www.youtube.com/watch?v=cYMOjzRu890