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The Alternative To The Old Tradition Of Business Cards

A common method of small business advertising has always been to pass along business cards to others in your community. An effective advertising method because it gives you the opportunity to get out there and introduce yourself, while leaving behind a reminder of your presence.

Many a business owner has had success using this method of advertising. It brings to light the effectiveness of word of mouth advertising and promotional advertising all in one. Passing along not only information about your business but an item that will remind potential customers about your business down the road.

The investment that is made in business cards can be seen as a worth while one, however there is one major downside to them. THEY ARE MADE OF PAPER! Many times when someone receives a business card they place it in their jeans or their bags, they may even toss it aside on their desk or throw it in a draw. This is when they, more often than not, get washed and ruined, thrown away or used as a piece of paper to write a note or number on.

A solution to this problem is to purchase promotional magnets. These magnets are great and can be purchased in various sizes, from business card size and larger. With a promotional magnet you can imprint all the same information that your business card has on them, and they will last a lot longer. When an individual receives a promotional magnet, they place on the proper surface for it to stick and there it stays.

Where ever you would pass along a business card, instead choose to pass along a promotional magnet with your business name and logo, plus contact information on it. For a lasting impact not only on those you give it to, but on everyone who comes into contact with it during its long lifetime. Promotional magnets can be designed to look just like a business card, but are much easier to locate and stand the test of time. Don't just settle for paper when for just a few cents more a magnetic backing will keep your business card around that much longer.

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