5 Effective Business Card Alternatives

Business cards are SO last decade - or are they? Virtual cards, ecards, smart cards, QR codes: there are many digital business card options. Do you still need a business card in 2020? Are digital alternatives just as effective? What are the best digital business card options available? Here are 5 business card alternatives that get noticed and remembered!



1. Paper Business Cards With a QR Code: QR codes never really took off, but they are a good way for someone who prefers a digital business card to get your contact info easily in their device.

2. Useful SWAG: Useful, creative and memorable giveaways printed with your logo or contact info make a fast impression and are popular at tradeshows and events. Instead of the expected plastic cup or keychain, stand out from your competitors with branded tools, edible business cards or just plain fun: think reusable straws, cheese graters or cookie cards!

3. Collectibles: Have you visited your favorite pub and taken a branded coaster to use in your home? And slowly developed a collection of your favorite bars and pubs? A collectible, effective and useful business card alternative!

4. Social Proof: Colorful rubber wristbands stamped with a cause are "social proof" that followers wear as part of their own personal brand.

5. Loyalty Cards: Give your contact an incentive to hang on to your card. Tip: loyalty cards can be paper or digital!