11 Must Have Components to a Successful Digital Business Card

1. Design must be consistent with your current branding
2. Professional headshot/images - no cellphone photos. It's your image you are presenting and you only get one chance to make a great first impression.
3. Only the most important contact information - don't clutter your card with fax numbers and other items that are not necessary.
4. Clean Design - the K.I.S.S. principle is important here. Keep it simple yet professional.
5. Simple Benefit Messaging – don't throw up here . . . use your web site for that! Tell the viewer What's In It For Them. Use words like "you" and "your" instead of "I", "me" and "my" when possible.
6. Use Video(s) - keep them short and interesting. Again think about the viewer and how working with you will benefit them.
7. Link to your **key** social media accounts only - If you don't pay much attention to Pinterest or Instagram for example, don't put links to those accounts on your card.
8. Link to specific pages on your web site - drive traffic to the pages that are most important to your audience.
9. Ability to add contact information to your address book on phone.
10. Instant access help - some people may forget how to share your card, so having a link to help them is important.
11. TO BE USEFUL YOU MUST SHARE IT OFTEN AND EVERYWHERE!

www.visnesscard.com