One In Every Four UK Businesses Don't Like The Way Their Business Card Looks

Tuesday 8 April, 2014

A new survey reveals that one in every four UK business owners don't like the way their business card looks.

A survey of over 1,000 businesses, conducted by crowdsourcing marketplace DesignCrowd.co.uk, revealed that 27% of UK business owners aren't happy with how their business card looks.

The same survey discovered that although the majority (84%) of Brits still swap business cards when they meet new contacts, one in every two don't feel proud of the cards they're handing out.

Dan Ferguson from DesignCrowd, was surprised at the number of unsatisfied business card owners:

"One of the best ways to stay connected with people you meet in the business community is by first exchanging business cards, so it's surprising to know that so many are unhappy with them.

"Brits still want to use business cards, with 83% saying they are important. Business owners need to take the next step to redesign and reprint, so that their employees can feel proud and happy when they hand them out.

"Designing and printing business cards has never been more affordable, especially since the Internet can connect you to thousands of designers from around the world.

"We've had businesses use our platform, DesignCrowd, for exactly this," said Dan Ferguson.

DesignCrowd, which helps businesses outsource or crowdsource business card designs and ideas from over 150,000 designers, saw a 357% increase in business card design projects in 2013 alone.

"Business card design is one of the fastest growing sectors on DesignCrowd, but it's clear that some haven't jumped on the bandwagon just yet.

"Businesses are heavily focused on web page design, social media and mobile apps, but they shouldn't forget about the importance of business cards," said Dan Ferguson.

Tech startup DesignCrowd.co.uk conducted the survey in January 2014, canvassing the opinions of over 1,000 small business owners in the UK, Australia and the US.

-Ends-

Notes to Editors:

About DesignCrowd

DesignCrowd, named Startup of the Week by WIRED UK, is an online marketplace that specialises in helping businesses to crowdsource design projects to a network of freelance designers from around the world. More than 145,000 designers participate in thousands of design contests launched on the company's platform each year. ?

For more information, please contact:

William Blanch
E: william@clickpr.com.au ?

Related Sectors:

Business & Finance ::

Related Keywords:

Business Card Design ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk