

# The Marketing Challenge

## Option 2



Design the front of your business card to give out when networking.



### Top Tips

- Even in a digital age, a business card is a popular and necessary networking and communication tool.
- What to include:
  - Business name.
  - Job title.
  - Your company logo and tagline
  - Website URL if you have one.

### For The Big Ideas Competition:

- **Only put your first name** (a real business card would have your surname too), or invent a name!
- **Team** social media tags (not your personal accounts)
- **Team** email, if you have one (not your personal email), or invent one as an example.
- Do **NOT** put your personal phone number on there - feel free to invent one as an example, but don't use a real one.

### Inspiration

Get creative when designing your business cards - think about your impact on the environment and sustainability. Some good examples of different types of cards can be found at these links:

<https://blog.hubspot.com/marketing/creative-business-card-designs>

<https://www.beeco.green/best-eco-friendly-business-cards/>

There are many online design packages for creating business cards, for example, at S4TP we use Canva, [www.canva.com/create/business-cards/](https://www.canva.com/create/business-cards/), but you could also design one in Microsoft Word:

[www.wikihow.com/Make-Business-Cards-in-Microsoft-Word](https://www.wikihow.com/Make-Business-Cards-in-Microsoft-Word)

### Next Steps

- **Complete the challenge**
- **Upload your work to your team page on:**  
**[www.solutionsfortheplanet.co.uk/big-ideas](https://www.solutionsfortheplanet.co.uk/big-ideas)**
- **Update your business plan and PowerPoint with new information**