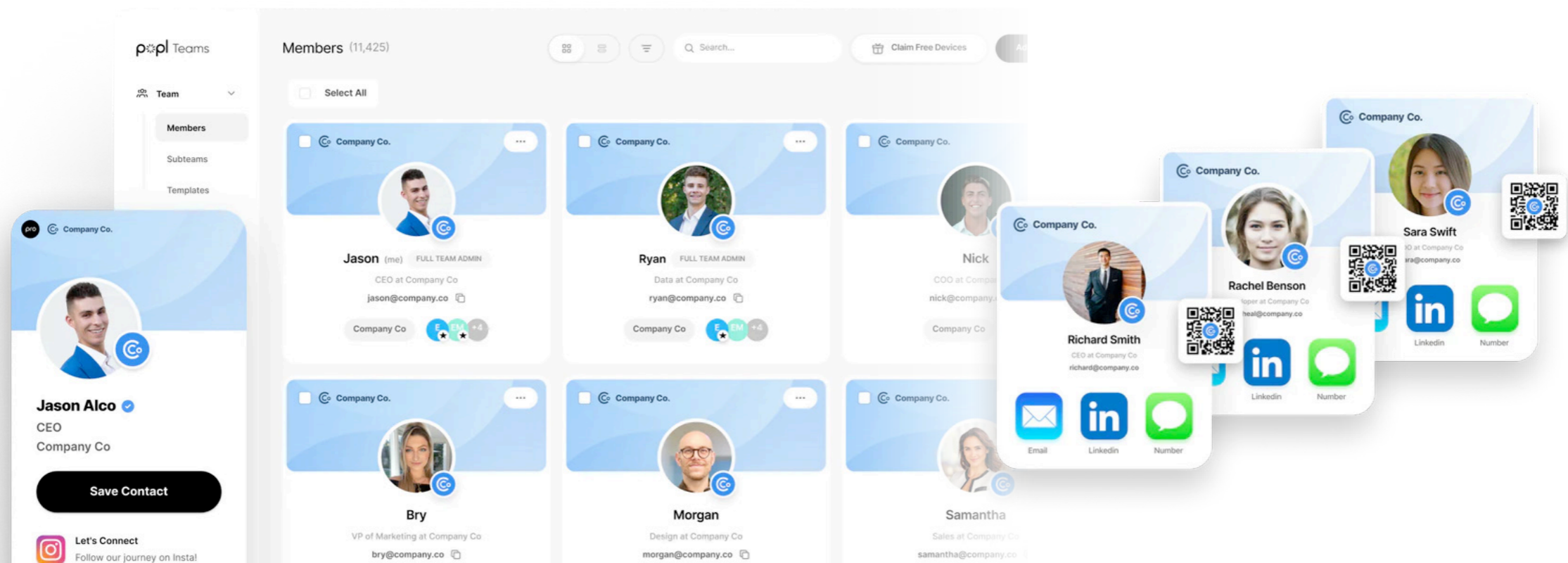# A Playbook For Using Digital Business Card Software to Generate Leads and Close Deals

Learn how **modern businesses** create customer-centric experiences to attract more leads, close more deals, and accelerate business growth by leveraging digital business card (DBC) software.

What This Playbook Contains

The Marketing Funnel

To understand the value of **Digital Business Card** (DBC) software for lead generation, let's first take a quick overview of the customer journey through the analogy of a sales funnel. The sales funnel is a way to describe how prospects evolve over time to become real paying customers.

There are three parts to the funnel:

01
Top of Funnel (TOF) — full of new leads looking for solutions, but who may not be ready to buy just yet
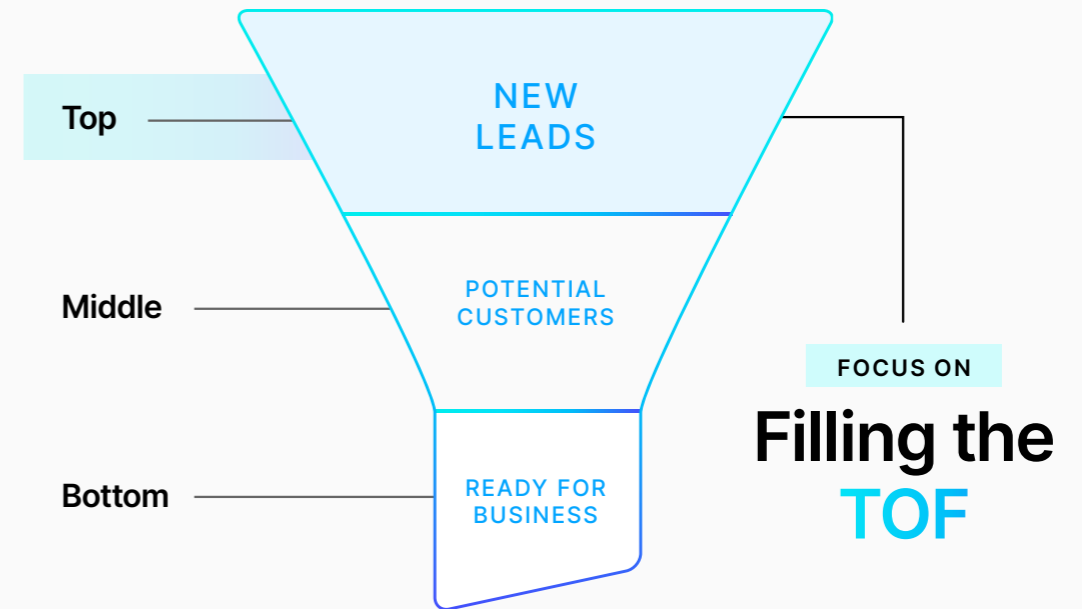
02
Middle of Funnel (MOF) — populated by potential customers who are showing significant interest in your product or service

03
Bottom of Funnel (BOF) — has the fewest leads in it, but these are the ones who are ready to do business right now

Top — **NEW LEADS**

Middle — **POTENTIAL CUSTOMERS**

Bottom — **READY FOR BUSINESS**

FOCUS ON

Filling the TOF

Lead generation is mainly about filling the TOF with quality leads. The best strategy to generate leads is to meet your customers where they are - and in this modern age of hybrid digital & in-person interaction, you want to make sure that you have the tools that allow you to attract and engage potential customers both digitally, and in-person.

Whether that's a Zoom call, a text or email, or an in-person exchange of info - digital business cards give you the power to capture leads in any situation.

Lead generation lets you reach potential customers early in the buyer's journey, so you can earn their trust, build a relationship, and be by their side until they're ready to make a purchase.

For modern businesses, digital business cards play a key role in lead generation during this early phase of the customer journey.

Let's explore how...

# Customer-Centric Experiences in the Customer Journey

Customer-centricity is a business framework that fosters a **positive customer experience at every stage of the customer journey**. The goal of a customer-centric business is to build customer loyalty and advocacy.

Arguably the most important experience a prospective customer will have during their journey with your business **is their very first experience**. This first experience will determine whether or not they choose to proceed further in their journey to becoming a paying customer.

Digital business cards give you the power to attract more prospects and generate more leads through compelling, customer-centric experiences.
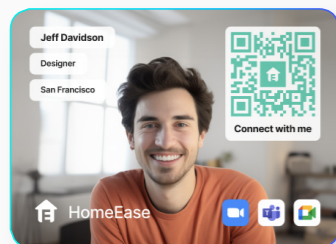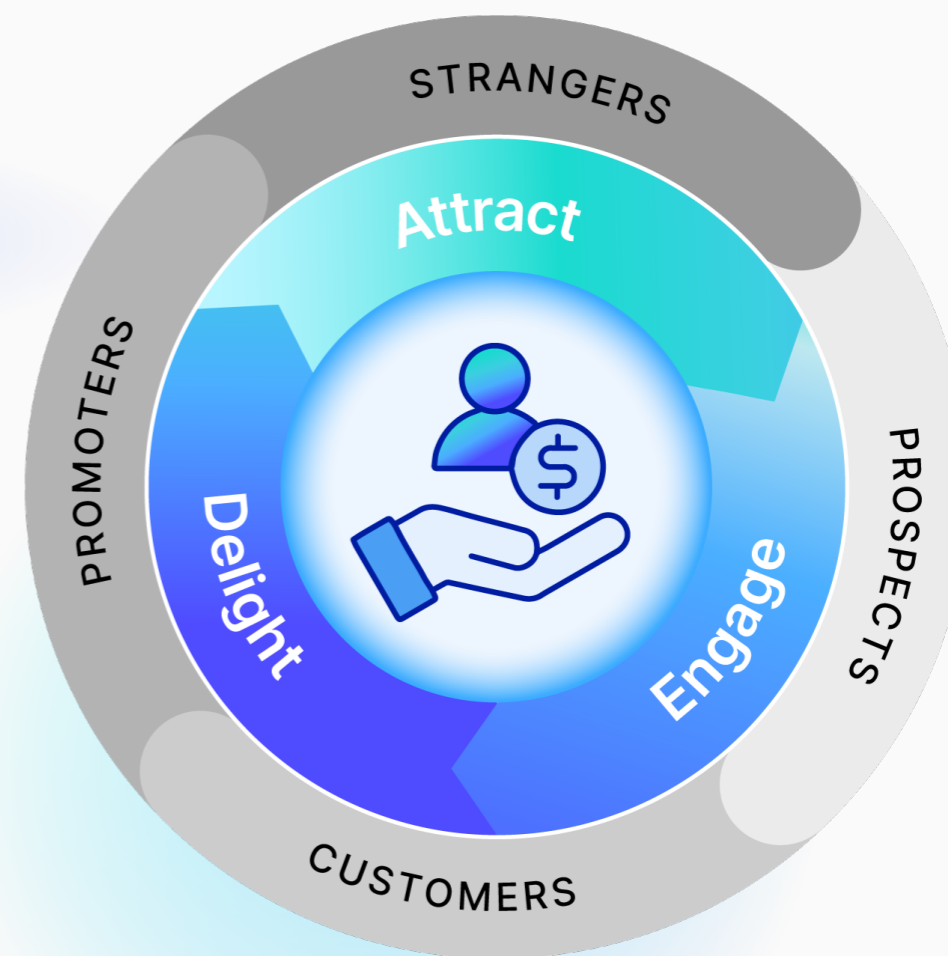
Virtual background on your Zoom call
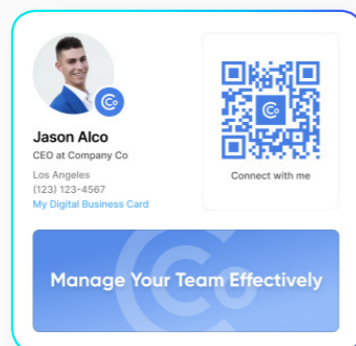
Signature at the end of your email

An in-person interaction at an event

Remember, you get one chance at a first impression.

FIRST IMPRESSIONS MATTER: **60%** of people judge a person or business based on the quality of their business card.[1]

STRANGERS

Attract

PROMOTERS

Delight

Engage

PROSPECTS

CUSTOMERS

1 (2023). 15 Business Card Facts and Statistics Every Business Owner Must Know. Graphics Zoo. Retrieved February 11, 2024, from https://www.graphicszoo.com/article/15-business-card-facts-and-statistics-every-business-owner-must-know

Paper Business Card Statistics

Before we uncover how digital business cards attract and capture more leads, let's first take a quick look at some statistics about **traditional paper business cards**.

By doing so, we will lay the foundation around the psychology behind the very first experience a customer has with your business.
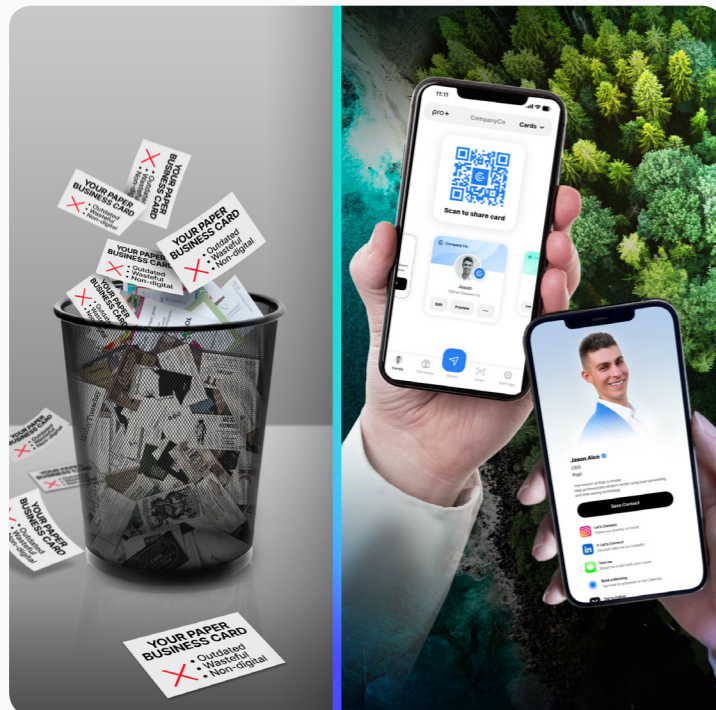
When a paper business card is shared, only about 2.5% of recipients **share their information back**.[2]

Only **2.5%** **Share info back**

Colorless business cards are 10X more likely to be thrown away than colorful business cards.[4]

10X **More likely thrown away**

39% of people choose not to do business with a company that has **cheap** business cards.[3]

43% of people will choose not to do business with a company if there is a **typo** on their business card.[5]

63% Over 63% of people throw business cards away because they don't need the service right away and they **don't have a good way to store and catalog** paper cards for the future.[6]

Because of these common issues with paper business cards, 88% of business cards will be **thrown away within a week** of being exchanged.[7]

88%

## What can we conclude about these stats? One thing is for sure:

People are judging you and your business based on their experience with your business cards. We can also conclude that the effort you put into your business cards has a direct and significant impact on the likelihood of a prospect continuing their journey with your business and converting into a paying customer.

2 Zay, L. (2023, March 1). ROI Deep Dive: How Going Digital Can Maximize Business Card Return on Investment. HiHello. Retrieved February 1, 2024, from https://www.hihello.com/blog/maximize-digital-business-card-roi
3 (2023). 15 Business Card Facts and Statistics Every Business Owner Must Know. Graphics Zoo. Retrieved February 11, 2024, from https://www.graphicszoo.com/article/15-business-card-facts-and-statistics-every-business-owner-must-know
4 Scott, E. D. (2016, October 26). 4 Business Card Statistics that Will Make You Rethink Your Strategy. Adobe. Retrieved January 25, 2024, from https://blog.adobe.com/en/publish/2016/10/26/4-business-card-statistics-that-will-make-you-rethink-your-strategy
5 Zay, L. (2023, March 1). ROI Deep Dive: How Going Digital Can Maximize Business Card Return on Investment. HiHello. Retrieved February 1, 2024, from https://www.hihello.com/blog/maximize-digital-business-card-roi
6 Scott, E. D. (2016, October 26). 4 Business Card Statistics that Will Make You Rethink Your Strategy. Adobe. Retrieved January 25, 2024, from https://blog.adobe.com/en/publish/2016/10/26/4-business-card-statistics-that-will-make-you-rethink-your-strategy
7 Scott, E. D. (2016, October 26). 4 Business Card Statistics that Will Make You Rethink Your Strategy. Adobe. Retrieved January 25, 2024, from https://blog.adobe.com/en/publish/2016/10/26/4-business-card-statistics-that-will-make-you-rethink-your-strategy

Advantages of Digital Business Cards over Paper Cards

Let's take a quick look at the primary advantages of digital over paper business cards:

Immediately saves your info in a contact's phone

Eliminates the risk of a prospect losing or throwing out your card

Automatically syncs with your CRM & marketing apps

Lead capture forms allow you to capture their info as well. When a digital business card is received,

35%

of people will send their contact information back to the sender.[8]

Sends automated follow-up emails and text messages

Embeds your digital card into zoom backgrounds, email signatures, & more

Manages & shares your card on-the-go through mobile app or desktop app
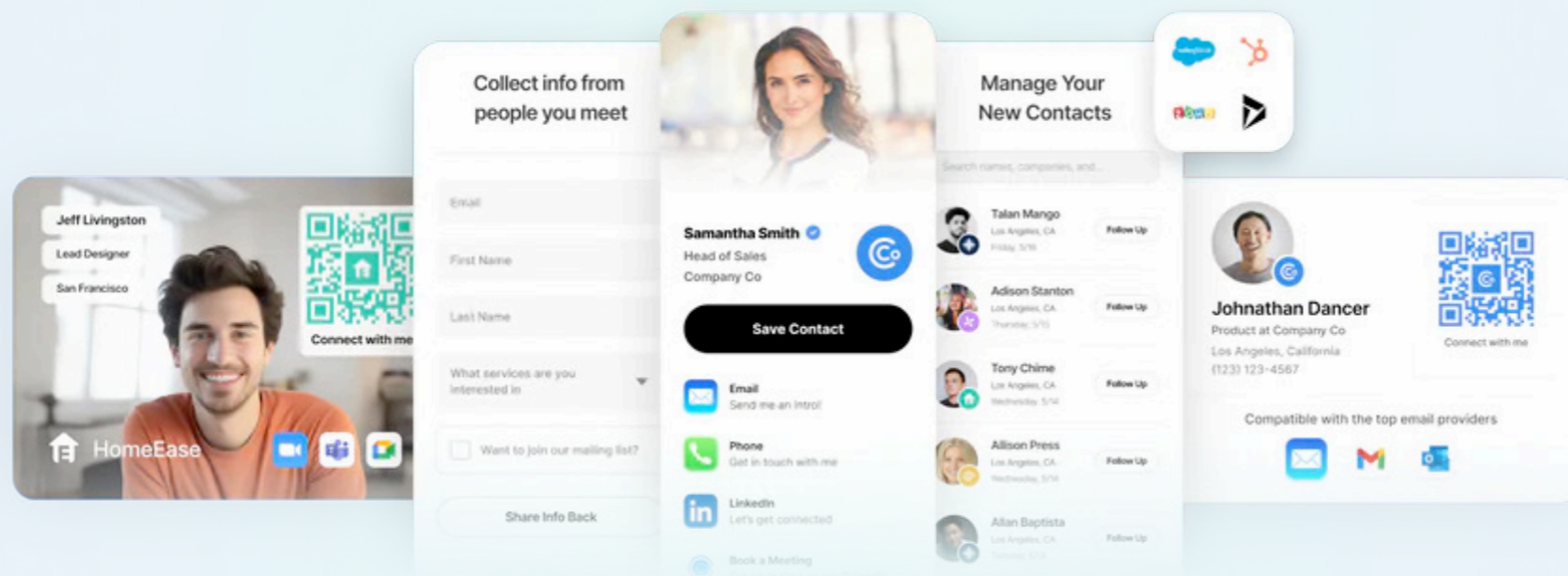
8 Zay, L. (2023, March 1). ROI Deep Dive: How Going Digital Can Maximize Business Card Return on Investment. HiHello. Retrieved February 1, 2024, from https://www.hihello.com/blog/maximize-digital-business-card-roi

So now that we know how customer-centric experiences play a role in the marketing funnel, let's deeper look at how lead generation works using digital business cards...

Lead Capture

Lead Management

Lead Nurturing

✓ Tap-To-Share Cards   QR Codes

Export to **CRM**

< Lead Info >
first_name,
last_name,
company,
title,
phone_number,
work_email,
social_links,

From: Jason Alco

Subject: Jason Alco <>   New Lead

Hey Leads First Name ,

It was great meeting you this week! I'm thrilled about the opportunity to give your team a demo of our product.

Looking forward to chatting soon.

Compatible with all email providers

✓ Measure ROI of your lead generation efforts through deals closed

✓ DBC Management Dashboard

✓ Lead Capture Forms

✓ Tag, Group & Organize Leads

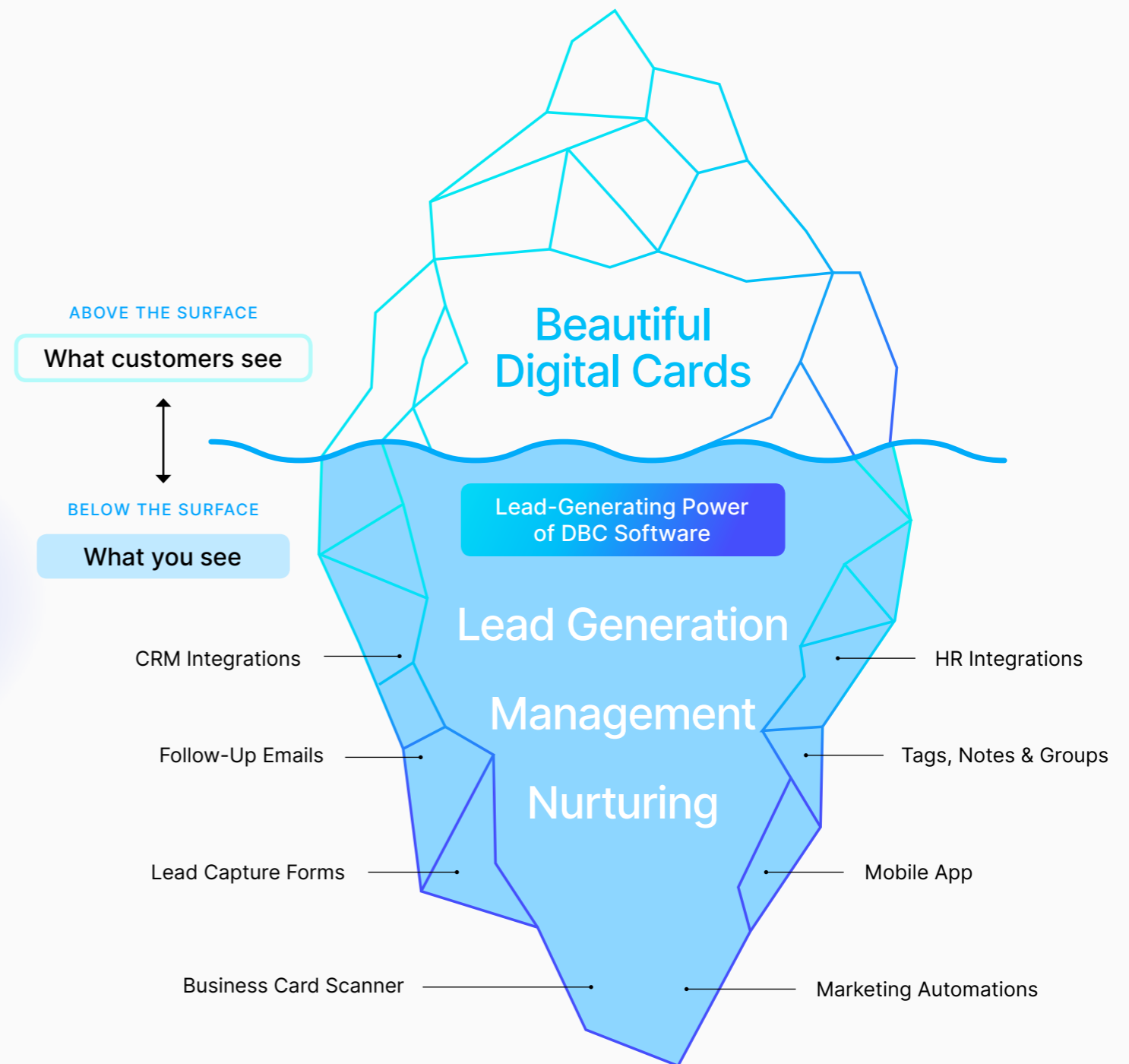✓ Automatic follow-up emails and marketing app integrations

The Iceberg Concept

If we think of DBC software as an iceberg, then the beautiful digital contact card that you share with prospects is just the tip.

Digital business cards highlight your attention to detail, and show that your business is focused on providing customers with an amazing experience. In your very first interaction with a potential customer, sharing your info with a digital business card gives you the opportunity to let them know that working with you is going to be easy and enjoyable.

As you can see, the sharing of an attractive and engaging digital profile is simply just the tip of the iceberg... The real lead-generating power of DBC software happens below the surface, **after** you've engaged with your prospects and provided them with an exciting and memorable first experience.

Digital Business Card Iceberg

ABOVE THE SURFACE
What customers see

BELOW THE SURFACE
What you see

Beautiful Digital Cards

Lead-Generating Power of DBC Software

Lead Generation
Management
Nurturing

CRM Integrations

HR Integrations

Follow-Up Emails

Tags, Notes & Groups

Lead Capture Forms

Mobile App

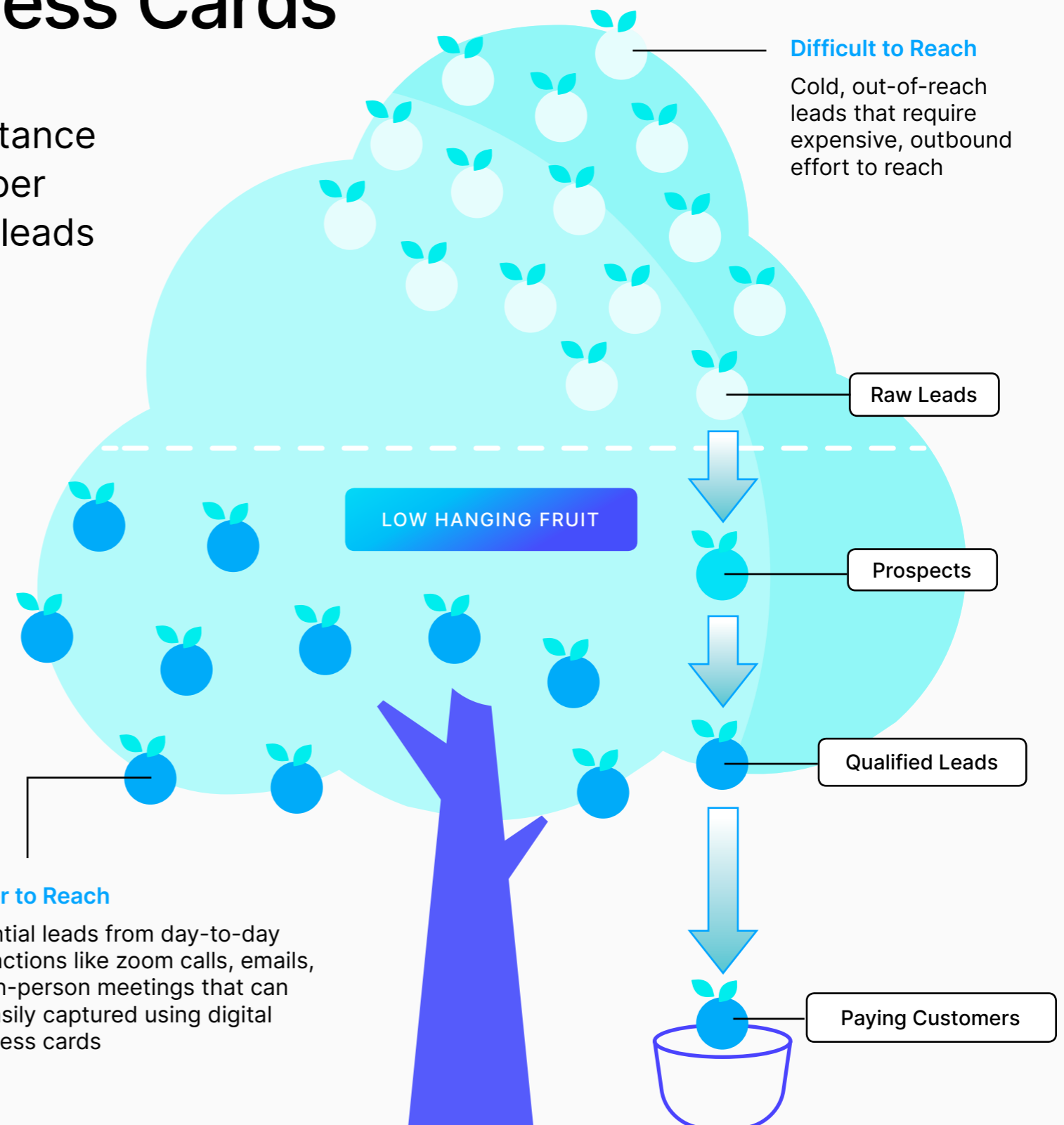Business Card Scanner

Marketing Automations

How to Generate Leads Using Digital Business Cards

Now that we understand the importance of lead generation, let's take a deeper look at how we can generate more leads using DBC software.

Whether you realize it or not, you and your team are interacting with dozens, if not hundreds of potential leads everyday. Whether it's on zoom calls, through email interactions, or physical interactions; all of these situations are opportunities to generate new leads, **completely free**. Every day that we're working, we miss out on countless opportunities to attract new leads. Digital business cards give us the power to take advantage of these **"low-hanging-fruit"** opportunities with little to no added effort.

Difficult to Reach

Cold, out-of-reach leads that require expensive, outbound effort to reach

Raw Leads

LOW HANGING FRUIT

Prospects

Qualified Leads

Easier to Reach

Potential leads from day-to-day interactions like zoom calls, emails, and in-person meetings that can be easily captured using digital business cards

Paying Customers

Digital business cards are designed to do the work for you

They act like a **flashing neon sign** that attracts the attention of prospective customers and gets them to take action by connecting with you through a variety of trackable digital methods:

QR Code Scans

Sharable Link Clicks

Lead Capture Forms
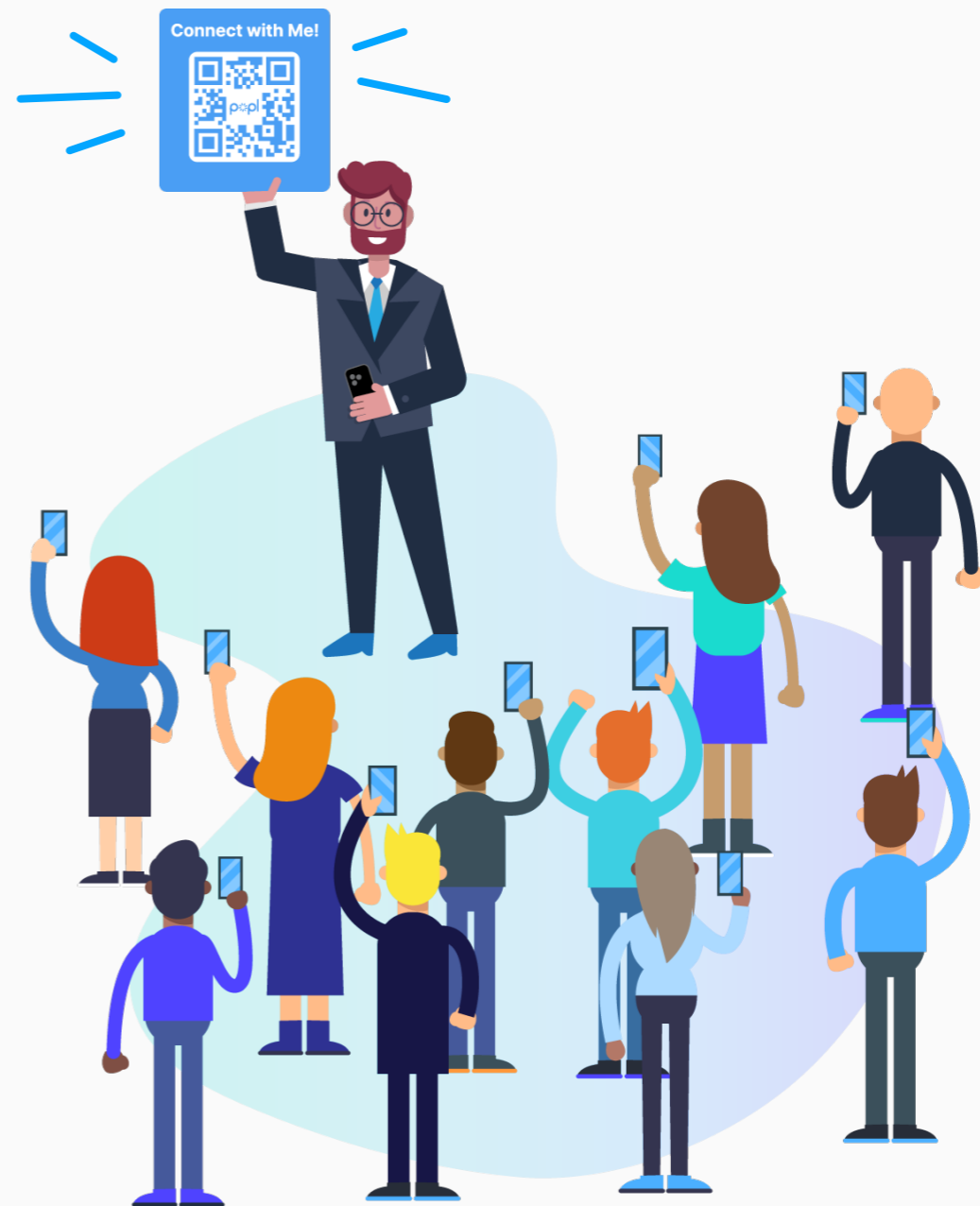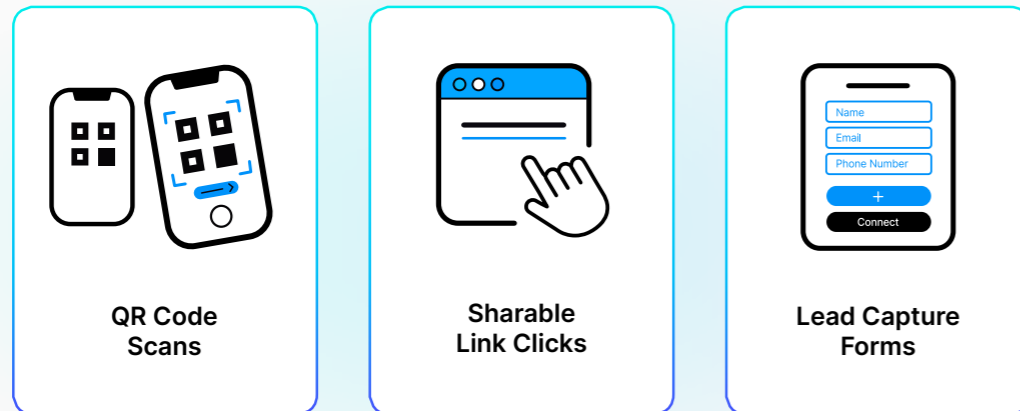
Digital business cards make it ridiculously easy to capture contact info from new leads and add them directly to your pipeline.

Team-wide Lead Generation and Management

Now imagine the lead-generating power of digital business cards multiplied across your entire team...

Collect 300% more leads than your industry standard

View, manage, and export team-wide leads with one central contact book.

✔ Create, distribute, and manage digital business cards across your team.

✔ Use templates and bulk actions to do tasks for multiple members efficiently.

✔ Create multiple admins, subteams & roles, and assign specific permissions to each.

HR Platforms

Microsoft Active Directory
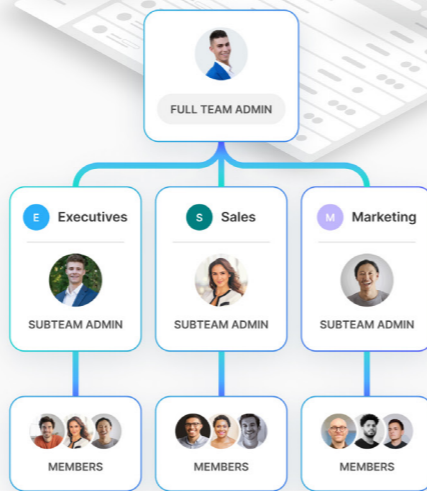
workday.

Google Workspace

bambooHR

Employee Info

id,
remote_id,
employee_number,
company,
first_name,
last_name,
display_full_name,
username,
groups,
work_email,
personal_email,
mobile_phone_number,

Digital Business Cards

Company Co.
Darya Green

Company Co.
Maya Hart

Company Co.
Richard Smith

FULL TEAM ADMIN

E Executives — SUBTEAM ADMIN — MEMBERS

S Sales — SUBTEAM ADMIN — MEMBERS

M Marketing — SUBTEAM ADMIN — MEMBERS

Connect with Me!

Team Members

New Leads

DBC Management Dashboard

popl

Export to CRM

okta zoho salesforce

Fully built-in CRM integrations that don't require a 3rd party in between.

Onboard your team instantly by connecting to tools like Azure Active Directory.

Fully customizable CRM mappings so leads, activities, and tags sync as expected.

Ways to Share Digital Business Cards

Digital Business Cards are one of the most agile tools for lead generation. They allow you to meet your prospect wherever they are, whether virtually or in-person, and they take the work out of the info-exchange process for both you and your prospects.
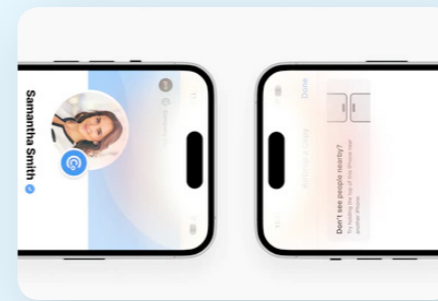
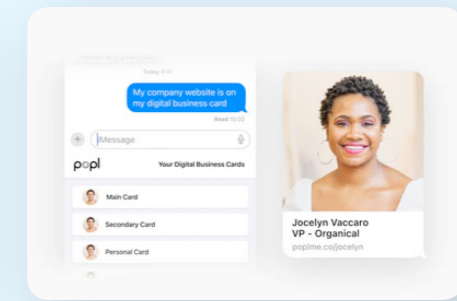**DBCs provide many ways to share and exchange information, including:**
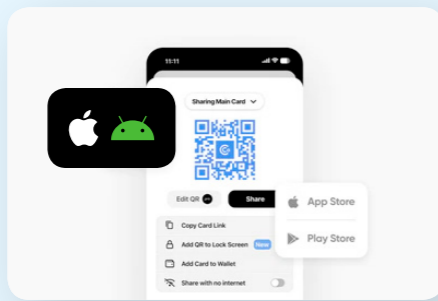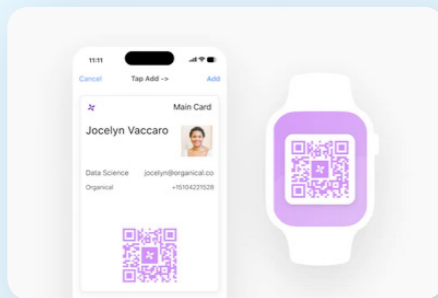

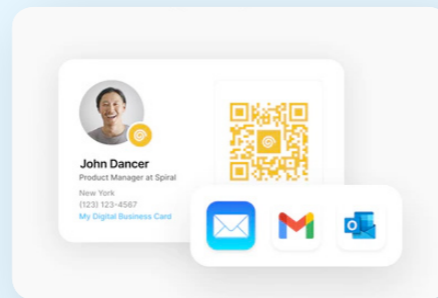**QR Codes in Mobile App for iPhone & Android**
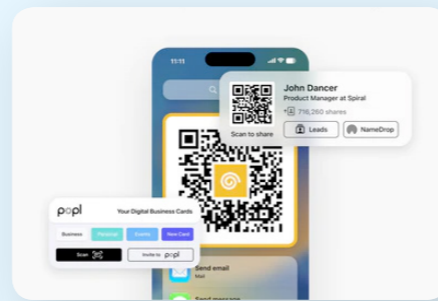
QR Code Screen Widgets
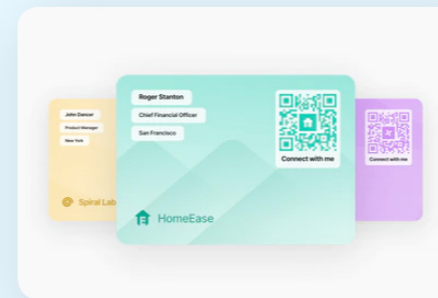

iOS NameDrop & AirDrop
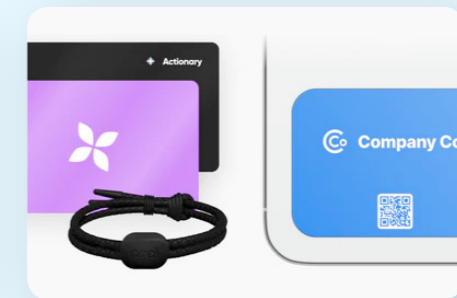

Email & Text Links

Apple and Google Wallets

Email Signatures

Virtual backgrounds (Zoom, Google Meet, Microsoft Teams, etc.)

Tap-to-share Devices

Scan Paper Cards & Other Digital Cards

Scan paper cards or QR codes from other digital business card companies using the Popl® mobile app and instantly convert them into contacts that can be managed in your digital business card platform, CRM, or marketing app. **Whether it's digital or paper, you always have an easy way to save other people's business cards.**

So now that we understand how digital business card software helps you generate more leads,

let's take a look at how it helps you convert more of those leads into paying customers.

Managing and Nurturing Leads

Understanding how to capture more leads is just the beginning. Next, we'll learn how to manage and nurture all your new leads into paying customers using DBC software.

Lead Management

Lead management is what happens after lead generation; it's a process that starts with organizing leads, qualifying them, and then engaging with them as sales opportunities.

If you've identified someone as a lead, they're interested in what you're selling. So you want to make sure that you have the right tools and systems in place to keep track of them as they progress along their journey to potentially buying your product or service.

As they say:

" **What gets measured gets results,** so it's critical to at least have a basic lead management software tool in place to keep track of your leads.

DBC platforms have many similarities to CRM (customer relationship management) software in that they allow you to manage and organize your new leads. DBC platforms also allow you to integrate with your existing CRM, so that you can nurture all the new leads collected from the sharing of your team's digital business cards.
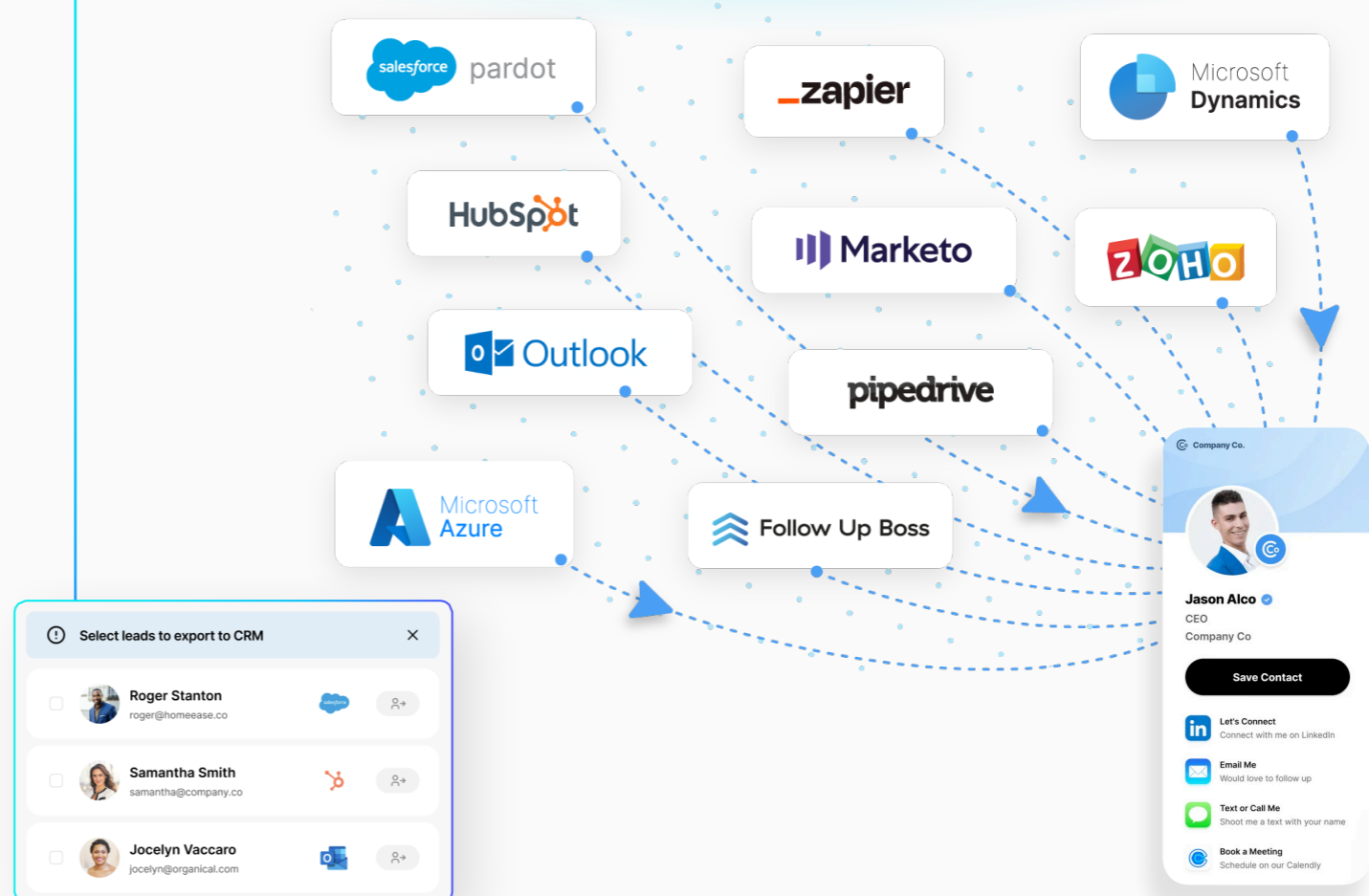
Digital business card platforms have many similar features to traditional CRM softwares. These features include the ability to **centralize customer data, streamline sales processes, and enhance customer service**. DBC platforms **also provide marketing automation for targeted lead nurture campaigns, and provide analytics for informed decision-making**.
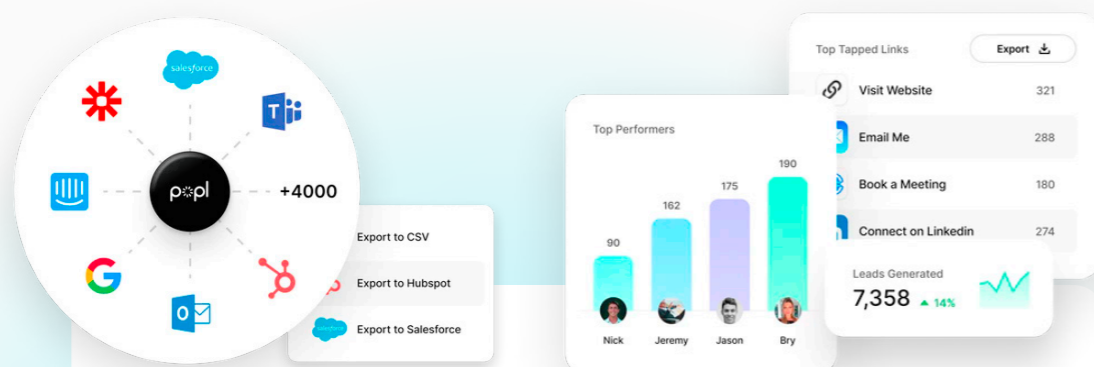
DBC Systems Contribute To

✓ **Increased Efficiency**

✓ **Better Customer Relationships**

✓ **Overall Business Success**

by automating various aspects of customer engagement and interaction.

Lead Nurturing

Part of lead management, lead nurturing, refers to the specific actions that give your new relationship what it needs to prosper.

In lead nurturing, the goal is to help them learn more – about your product or service, about industry trends, and about successful customers they can relate to and be inspired by. Engaging prospective customers is at the core of lead management and nurturing.

Developing an effective lead nurturing strategy pays off. Companies that excel at lead nurturing generate more sales-ready leads at lower cost and boast more sales reps making quota than companies that struggle with nurturing.

DBC software can be used to automate your lead nurturing efforts though powerful features like automated follow-up emails, and integrations with your favorite marketing apps.
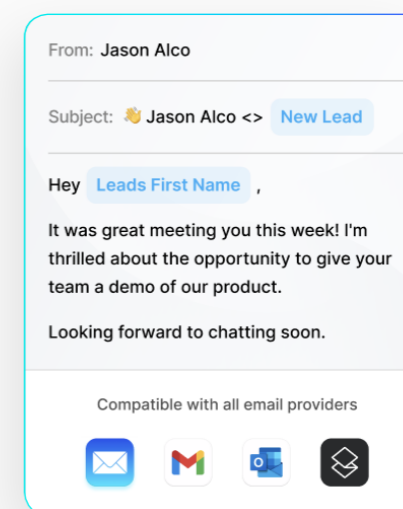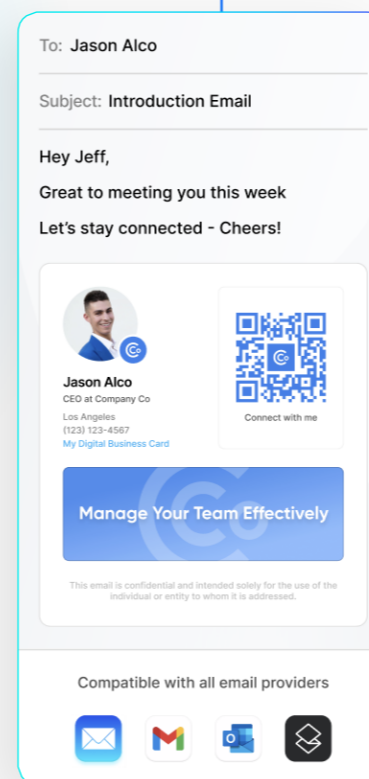
Lead generation is vital to growing a healthy business – and automation is key

A focus on lead generation is a real commitment to business growth - it's the difference between simply hoping for sales and actually setting things in motion so sales can happen.

Digital business card tools can help you find more leads and nurture them through the marketing funnel and into your sales pipeline.

Shocking Lead Nurturing Stats

79%
of marketing leads never convert into sales.
This is often due to a lack of lead nurturing[9]

10%
Companies with "dynamic, adaptable sales and marketing processes" report an average of 10% more sales people on-quota compared to other companies[11]

47%
of larger purchases result from nurtured leads than non-nurtured leads[10]

9 Wong, D. (2016, March 28). Why You May Be Looking at Your Sales Funnel the Wrong Way. Salesforce. Retrieved January 23, 2023, from https://www.salesforce.com/ca/blog/sales-funnel/
10 (2023). Let's Ease Into It. Annuitas. Retrieved February 10, 2024, from https://www.annuitas.com/blog/2010/03/29/lets-ease-into-it/
11 O'Neill, S. (2023, June 5). Sales and Marketing Alignment: Stats and Trends for 2023. LXA. Retrieved February 11, 2024, from https://www.lxahub.com/stories/sales-and-marketing-alignment-stats-and-trends-2023

Closing the Deal

Closing the deal – that's what it all comes down to at the end of the day.
But we have to remember that sales is a process... not an event.

Some of the most important factors that lead to closed deals occur at the beginning of a prospect's journey, and a digital business card platform can help to automate that lead generation work so that you and your team can spend more time closing deals.

Generate More Leads and Close More Deals by Switching to Digital Business Cards Today

To learn how Popl® helps organizations with lead generation.

Get Started For Free →