

ORGANIZING BUSINESS CARDS FOR MARKETING

Karen Whiting

A few months ago, Edie Melson mentioned some great apps including **Camcard** for organizing business cards. I've been using that for a while, and it is very helpful as a marketing tool.

What is the Camcard app?

Camcard (camera card reader) serves as a business card reader and manager. Search and upload the free app, unless you prefer the features of the upgraded one that is sold. Once loaded, it's ready to use. Start with your own card, so you can share it.

Start Using the App

Turn on the app on your smart phone and take a photo of the card. The app takes and organizes the information with the person's name, business, email, address, and more. For people with fancy fonts, the app may not scan the information correctly. But you can still return the card or toss it out because Camcard retains the photo of the original card, making reviewing and correcting the data easy. The app includes a simple way to share the card with another person. Simply open the card to share, tap share, and choose the option to pass on the information (email, Camcard share, text, or another choice).

Categorize the Cards

Once the card is scanned, you can choose how to categorize that person. Create as many groups as needed. Some people fit a few categories. Make sure to have ones for media, editors, meeting planners, street or launch team members, authors, coaches, PR, and other groups that relate to your writing and marketing. That will make it easy when you want to find someone or just check out possibilities in an area where you want to connect with an expert. Add someone to more than one group if they have overlapping expertise (many authors also freelance, coach, etc.). I also use the app to store local business addresses, repair people, and other contacts. It makes life easier.

Build Networks

Each group is basically a network. Build on this as you work at promoting. There's no spot for adding notes, but you can use empty fields. I like to use "nickname" as a place to add a little more about the person, where we met, and intersecting interests. I may find I have a group of people all interested in American history or crafts for children and end up adding those as groups later. That helps when I have an article to write or need a quote or material as I work on another project.

I like to go through groups on my list and pray for those people. Sometimes, I email them a note to ask how they are doing and what they are working on currently. As you chat with someone and discover they might be an influencer for your upcoming book, add them to a group of influencers. Add a note why you think it might work out. That's how we stay connected, build a

stronger network, and build your marketing base. You will also discover books they are writing to share with people who need what your network friend writes.

Market to Your Launch Team and Influencers

Now that you have an organized network make use of it:

- Contact possible launch team members and influencers before your next book releases. Share what is upcoming and ask if they are interested. Be specific as to whether you hope the person would be an endorser or a launch team member.
- Open the media group and use this list to send a press release. You have a stronger connection since you received a business card from the individual.
- Open your list of influencers. Consider sharing information about the book, requesting possible endorsements, or asking if they want a review copy.

It takes a few minutes to scan in the latest cards you gathered at an event, but the rewards you can reap are endless in friendships and business connections.



Karen Whiting (WWW.KARENWHITING.COM) is an international speaker, former television host of Puppets on Parade, certified writing and marketing coach, and award-winning author of twenty-five books for women, children, and families. Her newest book, *The Gift of Bread: Recipes for the Heart and the Table* reflects her passion for bread and growing up helping at her grandparent's restaurant.

She has a heart to grow tomorrow's wholesome families today. She has written more than seven hundred articles for more than sixty publications and loves to let creativity splash over the pages of what she writes. She writes for *Leading Hearts*, *The Kid's Ark*, and *BCM International*. Connect with Karen on Twitter @KarenHWhiting, Pinterest KarenWhiting, FB KarenHWhiting