



B2Bdigicards
An Evolution in Marketing Tools

www.B2Bdigicards.com

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Introduction

B2Bdigicards.com delivers the next generation of Business Cards and Marketing Tools that work on Smartphones, Tablets and Computers.

This is the age of the mobile, we use it for everything, our day to day activities, social media interaction, business transactions, research, diary and calendar, music streaming, video viewing and sometimes we actually use it as a phone. For some it is their whole world, in short we are experiencing a mobile revolution...
... its time to lead the revolution !

B2Bdigicards is an evolution in marketing, it is an essential business tool. It allows you to place your business and brand in the palm of your customers hand. Your business can be anywhere, connecting with the world 24/7. Through innovative technology **B2Bdigicards** combine the advantages of online marketing with a traditional business card.





What, How & Why ?

Why B2Bdigicards are the future

When did you last post a letter? When did you last write out a cheque? Possibly years ago, as in today's digital age these archaic methods are no longer required and definitely of almost zero benefit as one corresponds via email and generally purchases online and pay's via an electronic finance transaction.

Then why do people still hand out business cards? The answer to this is quite simple, it is purely a habit and as we know, old habits die hard.

Paper business cards are without doubt and statistically proven to be a waste of time, money and are environmentally unfriendly.

Wouldn't you like to own a business card, which has your branding, contact details, marketing, sales offerings, special offers, social media, transactability, optimal sharing capabilities, navigation ability, data, drive people to your website, optimises your web ranking plus provide performance analytics and reporting all in one place and updated in real time.

What makes our cards the No1 Digital Business Card in the World

Our cards are **web based** and are **not an APP**, this means security, no identity theft, downloading of the APP not required, far superior usage, no downloading latest updates, far easier to share, far more attractive to businesses regardless of size.

Data protected and secure, Aesthetically professional and attractive, easy use, valuable data, analytics and reporting, immediate ability to prohibit rogue and former employees pretending to still be employed by the company, the ability to be able to performance manage your staff, ability to import the data and analytics into your CRM systems, the ability to transact from your cards, creation of directory listings, can be used on all smart devices such as mobile phones, iPads, tablets and computers, ability to create an interactive email signature, ability to share easily via email, text, NFC, airdrop, social media as well as many others, **Unlimited Usage**. The ability to see, which of your products and offerings the public are looking at, the ability to make real time changes to the cards.

B2Bdigicards are far more than a digital business card as they are an interactive, cost effective sales, marketing and branding tool that is organically growing and developing with each customers unique requests.



What, How & Why ?

Q

What do you spend on Business Cards for your company every year ?

How many times have you had to update the information and get a re-print ?

What happens when a team member changes office ?

How often do new team members join and others move on ?

What happens when you update your corporate identity ?

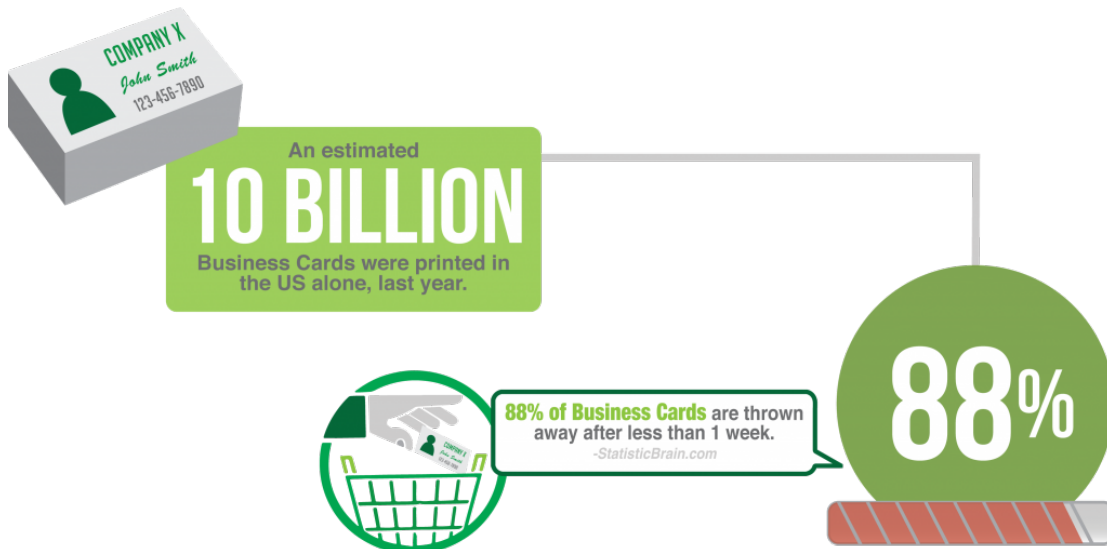
How much do you spend on annual marketing ?

How do you ensure that your customers or clients have up to date information ?

How can you monitor the effectiveness of your business card ?

How often do your clients share your information and give you referrals ?

How can you guarantee your clients don't just bin your business card ?



Did you know that in the USA in 2015 10 Billion paper business cards were printed, of those handed out 88% are thrown out within the first week and only 9% of these are saved into the receivers contacts, one also needs to hand out 2000 cards per year to increase sales by 2,5%.



How does a digital business card work and what are its benefits?

It is an essential business tool. Through innovative technology, we blend the advantages of online marketing with a traditional business card.

Your digital business card allows you to:

- Digitalise your hard copy business card whilst adding greater detail and information about your brand, goods and services.
- Customise your digital business card to create a personal experience for your customers allowing them to access your information anywhere in the world 24/7.
- Create instant lead generation through networking and sharing.
- Segment your customer base with 24/7 access and analysis.
- Actively engage your customers with a targeted and specialised online marketing.
- Follow up prospects quickly and build your network easily and efficiently.
- Update business details and campaigns with just one click.
- Review the effectiveness and measure targets of your sales team and individuals.
- Instantly identify the most effective team performers and monitor their activity.
- Track who is receiving your cards and what areas of information they access.
- Modify programs to improve performance.
- Monitor your analytics and increase your web presence and SEO
- Link your cards to your email signature and increase brand and service awareness.
- Update and overwrite or reassign a card if the team member leaves

Your digital business card allows for all this and so much more with instant results.

This is integrated marketing like no other where you can track ***how many times your information has been shared and with whom.***



How Does it Grow Your Business?

Instant networking and powerful referrals or affiliate marketing are the keys to any successful business. But business management takes time and money. With your Digital Business Card, your online marketing campaign will reach new heights, fulfilling a major role in your business growth.

An all-in-one marketing solution from your digital business card

Your business card gives you instant access to all the essential tools used for growing your business while saving you money. Have you ever wondered what happens to your business card once you have handed them to your customers? Wouldn't it be great to know where your effort goes?

By receiving your automated monthly analytics and reporting, you can see:

- Who has viewed your digital business card and who has shared it.
- Who has looked at which product or service.
- Who has engaged with your campaigns.

How can my business card boost lead generation?

Your business card instantly connects people together and creates powerful networks. Furthermore, it also allows for easy and comprehensive sales management;

You can manage:

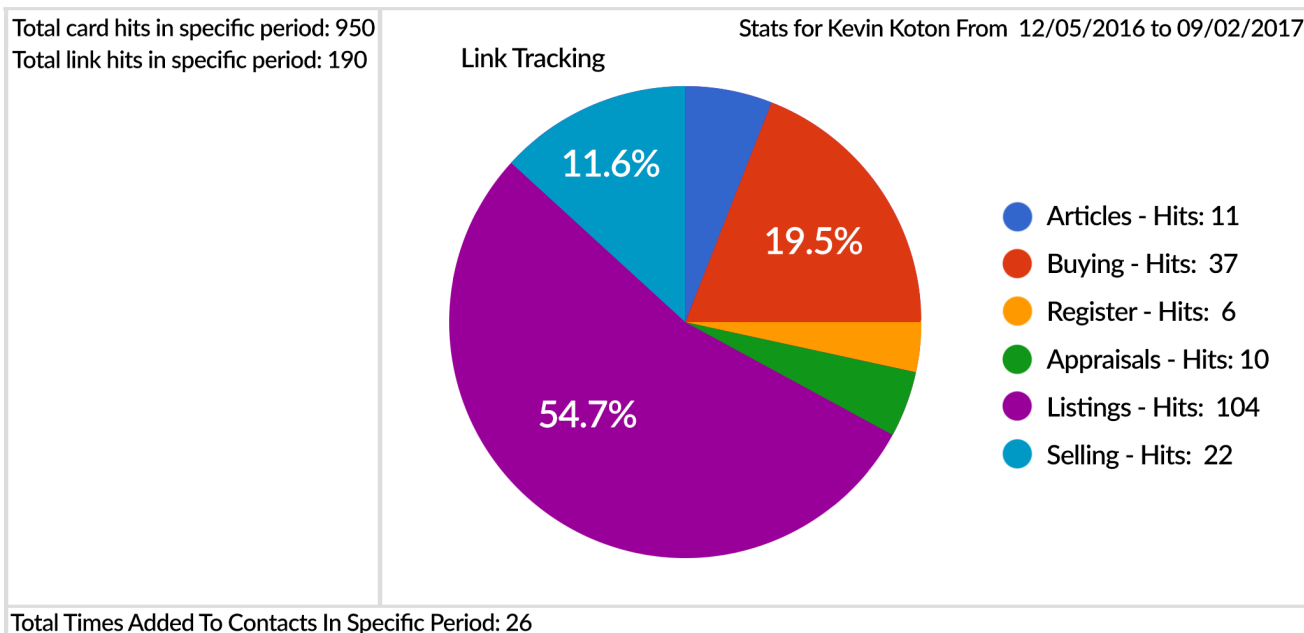
Your team and assets through your business card:

- It allows you to measure the success of your team through integrated marketing analytics.
- See who has generated the most leads or built the biggest network.
- Support your e-marketing campaigns.
- Manage all online marketing campaigns and social media easily and effectively, allowing you to follow up on vital leads and sales conversion.

Build your brand by having everything in one place. Cutting edge technologies incorporated into your digital business card is a vital tool in today's connected world. Don't miss out on all the potential opportunities your business can achieve. Enhance your connectivity today and build your brand in an instant!



Sample Report (Individual)



Card Forwarding		
Date	Mail Sent From	Mail Sent To
5/7/2016 3:44:34 AM	Kevin koton1	michael.baskin@baskinclarke.com
5/26/2016 7:16:07 AM	Kevin koton1	Alex Joseph
6/9/2016 1:50:45 PM	Jasbir Dhankhar	nishant.monu51@gmail.com; nisha dhankhar; jasbir dhankhar; mark.fry£@hot
12/14/2016 2:15:01 AM	Saul weinberg	prossmentor@gmail.com
1/30/2017 7:21:40 AM	Saul weinberg	Sam Gallagher; Will Dunne
2/2/2017 11:13:46 PM	Sarah Mcgreachy	Sarah McGeachy
Number of times card was forwarded		6

We can provide your management team an online portal to access:

- Overall Company Statistics and Performance Analysis
- Time, Date & Period Specific Analytics
- Departmental Performance
- Individual Statistics and Targets
- Email Lead Generation
- Individual Web Page & Links Hit Rates
- Card Re-assignment
- General & Individual Button & Link Creation, Updates and Deletion



There's an APP for that !

And it's FREE ... So Why Not Download An APP ?

Do you believe that downloading APPS to your phone, tablet or computer is safe ?

Q: Why do you think that most Business card APPS offer a free version?

A: These companies although they may offer a premium version at a cost are not interested in selling cards, their revenue is derived from selling data and content all without permission. APPS are capable of mining your entire contact base in your phone!

Q: Do you think that companies would want their staff to have access to create and build their own company business cards off any platform.

A: Definitely not, if this was the case and let's say for argument sake JP Morgan allowed their staff to create their own business cards, any staff member even the cleaning lady could access the card building platform and give themselves the title of Vice President or whatever, which is tantamount to identity theft.

What security measures do you have on your phone to prevent APPS from infecting your phone or mining your contact base ?

What security measures do people you have shared your APP business card with, have in place to prevent APPS from infecting their phone and mining their contact base ?

Do you get irritated when there are changes to your business card APP and you have to run an update or download it again ?

Have you ever experienced APPS being down or not working or freezing ?

- **B2B**digicards are web based and hosted in the cloud, therefore does not have to be downloaded onto your phone and your data is encrypted and secure at all times ?
- With **B2B**digicards you will never be required to download updates when changes are made ?
- With **B2B**digicards your data and contacts cannot be mined or infect your phone with viruses ?

With **B2B**digicards your Security & Data Protection is a our priority and the foundation of our business. We are current following and implementing the updated guide and regulations for GDPR (2018)



Relevance of data protection and security

It is important to understand, why we need to protect our customers data and how we do it. B2Bdigicards Limited work in partnership Supadata (PTY) Limited whom developed and provide software support for the digital business cards. Our values are aligned as we do not regard the data and information on the cards as ours as it is our customers. Although all of our clients use our solution as a marketing and sales tool and wish to expose their card to as many people as possible, we need to protect their data both individually as well as for companies who have many cards with us in order to prevent this information from getting into the wrong hands, who may either sell the information or possibly spam the base with advertising, which is not approved.

B2Bdigicards and Supadata do not and will not divulge, expose or sell our client information to any third party nor to anyone or any government body with express permission of our clients.

Protection

Supadata (PTY) Ltd protect our customers data and information by using Advanced Encryption Standards (AES), we use the same standards as many banks and the US government. Our data is backed up and encrypted 10x per day in 2 different geographical locations. We use AES with a key size of 256 bits, which we believe to be secure against brute force attacks. Our data is hosted by a company called Afrihost, whose data centre is housed at a company called MTN, which is the largest mobile Network in Africa having approximately 300 million customers. MTN and Afrihost are located in Johannesburg. Our off site back up is done by a company called Internet Solutions, who are located In Cape Town, approximately 1000 miles from Johannesburg. We understand the need to have secure back-ups as we cannot afford for our platform to be down for an extended period of time and thus we have mirrors in place. In total our platform has been down for 3,5 hours in the past 2,5 years, with the longest period being 40 minutes. We have been reliably informed that since we upgraded the platform, the longest we can be down for is 11 minutes being worst case scenario.

General Data Protection Regulation (GDPR)

B2Bdigicards Ltd and Supadata (PTY) Ltd have undergone extensive scrutiny by major global corporations including: ISS World, Guardian Life, 21 Century Real Estate and several international legal firms. The conclusion drawn is that our organisation complies with the changes in the new GDPR European standards. We will continue to abiding by the rules as set out by the respective governing bodies.

Ref: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>



Turn your Smart Phone into a Clever Marketing Tool

Unlimited Usage
Unlimited Updates
Cost Effective Annual Hosting
Analytics & Reporting
100% Recyclable
Lead Generation
Social Media Integration
Not an APP
Simple Easy Sharing
Real Time Updates
Intelligent & Interactive
Multiple Delivery Options
Functional QR Code
GPS Company Locator



Put your business directly into your customers hands

Multi device compatible - Smart Phones - Tablets - Desktop Computers
Digitize - Connect - Transact
Next Level - Mobile Content Platform with instant sharing capabilities and realtime updates

Sharing your contact details has never been easier. They automatically save seamlessly into your recipients contact base at the touch of a button.

You can customise and add your personal identity - Add products - Prices - Promotions - Buy & Sell - Connect to Social Media

Great integrated analytics and reporting, track your performance and manage others' performance, measuring hit rates, marketing effectiveness and sales performance in real time. Detailed and comprehensive lead generation.

Showcase Yourself, Your Business & Your Brand plus transact all in one place.

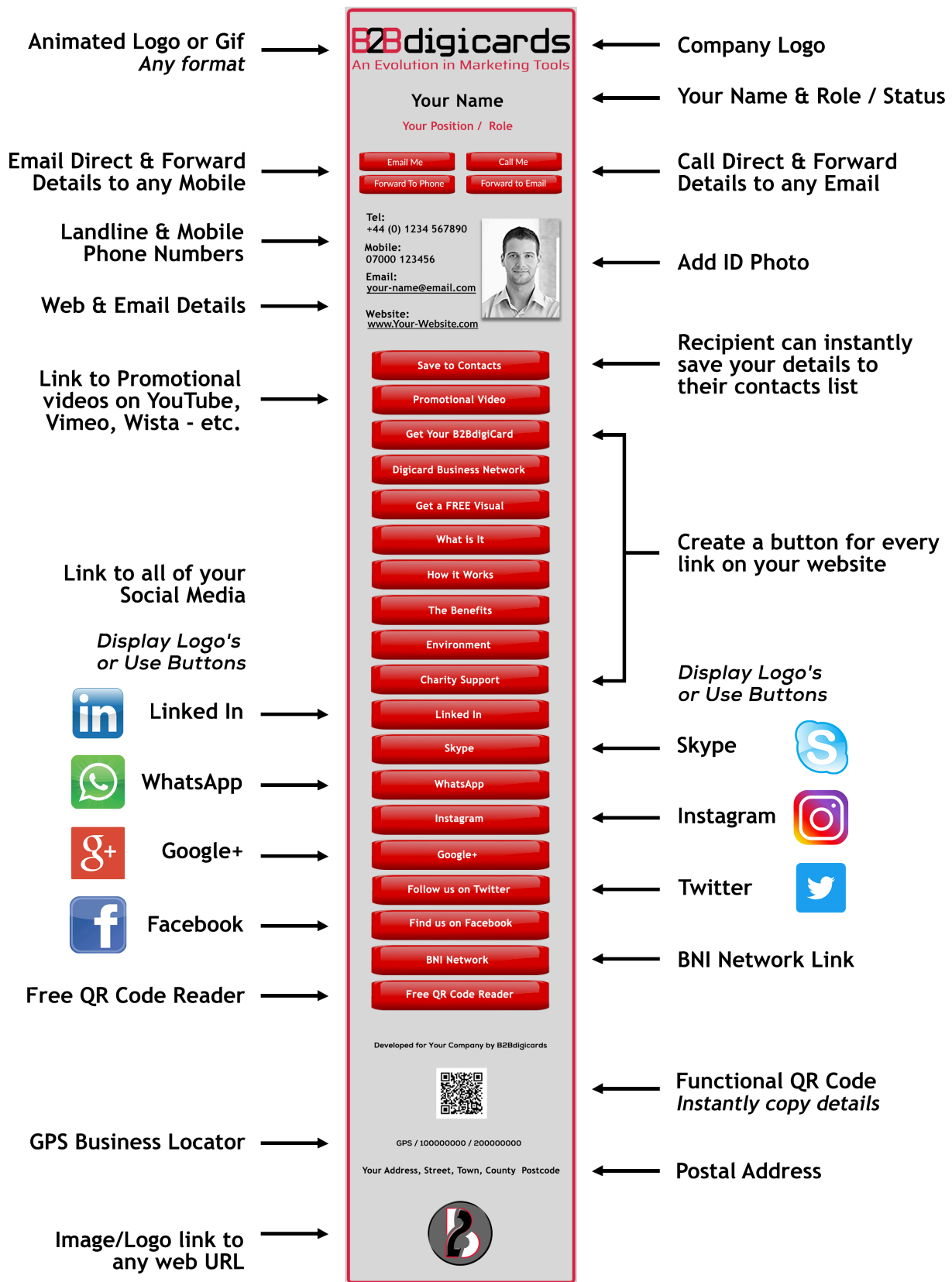
Promote Your Own Digital Business Card

- * Your Logo
- * Your Branding
- * Your Details
- * Your Business





What can I have on my Digital Business Card ?





Solutions

What do all these Industries have in common ?

- Car Dealership
- Finance & Insurance Industry
- Technology
- Hospitality Industry
- Healthcare
- Estate Agents
- Retail & Sales

They all have the same issues of staff turnover and retention !

The cost of replacing and training a new member of staff can run into \$1000's

It's not only the training but the wastage and added cost of new stationery, literature, web profile and team updates, business cards etc.

A bigger problem is that in many industries *the Sales Person often takes their Sales Leads with them.*

B2Bdigicards have a bespoke solution that is helping many industries combat loss of sales leads plus cut wastage and costs.

A White Label Premium Platform

This will allow your company to create, over-write, replace and update cards instantly. Therefore if a member of your team moves on, their card can be over written and recycled at **No Added Expense**. Allowing the company to maintain control of all their company leads and customers.

The customers and potential leads will experience **no interruption in the service you provide**, they will simply see the updated card when they next access it on their phone, tablet or desktop.

B2Bdigicards will:

- Design Your 'Master' Template Card
- Train your HR Manager, Team Leaders, Managers (so that you are in control)
- Provide Technical & Telephone Support
- Provide One to One, Video Conference & Online Training & Support



Recommended Retail Price



To remain competitive and in line with the retail price of the rest of the world, B2Bdigicards believe the selling price should be \$195.00

A 'single card' should retail at \$195 inclusive of design and set up. (exclusive of any applicable sales tax)

B2Bdigicards is a **Cloud Based Solution** and therefore is subject to an **Annual Renewal**.

Single Card: RRP \$195.00

***Unlimited Usage *Unlimited Links *Unlimited Updates**

Annual Renewal Year 2: \$100 Discount = \$95.00

Year 3 Renewal Loyalty Discount: Additional \$20 off = \$75.00





Return on Investment

Return on Investment (ROI) For Card Owners / Users

B2Bdigicards are all well aware of the benefits offered to end users as well as the companies who employ them from our solution, however something, which has not been addressed in detail is the ROI received for these customers.

It is difficult for us to quantify on actual sales received by our customers through the card as we don't have access and are not privy to that information. What we are able to tell our customers is, which products their customers are looking at and if they have buttons (Links) on their cards whereby transacting is possible, we can tell them how many times and when those links were accessed. Our solution enables our customers to direct their customers to access easily and quickly whatever offerings they want them to see.

These offerings could be products, special offers as well as the ability for their customers to easily find and complete online forms, for example: 'apply for finance', 'book an appointment', 'place orders' etc. Having the ability to complete and submit forms such as these allows our customers clients to in effect transact through the card.

What makes this even more compelling is that we are able to report back to our customers, the success of this, which they can import into their CRM systems, should they make use of these.

Below are a selection of customers from various industries where we have extracted information from the reporting.

- **Insurance Company** - 76 Cards (76 People) cards viewed 2027 times, Button (Link) Hits 375, majority of hits were on 2 buttons, 1) Get a Quote 111 hits, 2) Visit our APP hits 85. The fact that people were hitting these 2 buttons far more than the other buttons on the card is extremely encouraging as they were obviously transacting with the company.
- **Hotel in Ireland** - 1 Card This card has been active for 3 months, Card viewed 270 times, Button hits 98, there are 10 buttons on the card, the following buttons were hit the most, Weddings 21, Conferences 16, Special offers 12.
- **Hair and Beauty** - 1 Card, this card has been active for 9 months, Card viewed 876 times, Button hits 476, favourite buttons, Promotions 226, Brazilian Blow Wave Special 119, Pedi Spring Special 91.
- **Audi Motor Dealership** - 13 Cards for 9 months, Cards viewed 1651 times, there are 9 Buttons on the cards and the buttons have been hit 380 times, Most hit Buttons, Apply for Finance 103 hits, Unique offers 76, Visit our showroom 68, Book a test drive 67.



- **Motor Dealer Ireland** - 2 Cards 2 months active, Cards viewed 989 times, there are 5 Buttons on the card, which were hit 250 times, The buttons hit most were, Get Finance 77 and Used Cars 76.
- **Medical Centre** - 28 Cards active 9 months, Card hits 5180, Button Hits 567 (10 Buttons on the card), Buttons hit most, Book an Appointment 218, Request a script 194. These buttons are clearly for transacting.
- **Escort Agency** - 7 Cards active for 7 months, Cards viewed 1562 times, Total Button hits from 6 Buttons 830, Most popular Buttons, Hostesses 453, Facilities 143.

These examples were taken at random, plus we have not taken into account email addresses, which are tracked from the cards if sent from the card.

Most companies working on referrals prefer email tracking as they are able to build up a legitimate data base of email addresses at no cost. The more card holders use and share their cards, the more business they should derive.

From all of these statistics employers can performance manage their staff and find out what interests their customer. The majority of our customers have buttons, which their customers can transact or communicate from and these buttons are generally the most frequently used.

Although the traditional paper business card is a 'nice to have' and makes the owner feel important and justifies their position or title, statistically by comparison the old traditional paper card has almost zero impact, value or affect.

B2Bdigicards are in many instances able to save companies money who use our solution, this is achieved by recycling cards of employees who have left our clients company and replacing with those who have taken over.

Companies will also be able to save on other print costs as forms can be completed online through our solution. Also instead of wasting money on glossy brochures now are able to share their card with whomever and have live information easily accessible.

Case Study

In February 2018 a UK based print company was apposed to the idea of replacing the traditional business card and going digital as this was a fundamental shift from his principle as a printer.

B2Bdigicards offered a solution that drove more business to his company and allowed his customers to access information about all areas of the services he provided. cont...



Case Study (cont)



"As a traditional printer I was apposed to the idea of going digital, but I was wrong !

I put the QR Code from the bottom of my Digital Card on the back of my printed business cards and my customers loved it, they just scanned it and every service we offer is on their mobile and available at the click of a button and business has never been better"

Errol Brandt- Owner Mediatek

Link your Traditional Business Card to your Digital Marketing Tool

Get the Best of Both Worlds

B2Bdigicards can offer a package deal !

If you prefer to keep your traditional Business Card but like the idea of taking advantage of everything the Digital Card has to offer...

Why not do both ?

B2Bdigicards can supply you the QR Code as a separate printable file that you can integrate on your own cards on your next print run or use on any of your business stationery and literature.

Or.... Let us do it for you, Mediatek have offered to print like for like Business Cards with Your QR Code as part of a package deal.



Online Networking Meetings

NEW for 2018 B2Bdigicards offers a unique optional opportunity where any company or individual can opt-in and share their company details on our B2B Network Platform. Where they you can network with other companies by geographical location at **no extra cost**.

Each company has the option of providing and submitting a short testimonial or promotional video explaining the services or products, which can be broadcast to other businesses.

OR ... Join live by invitation with up to 25 other businesses interacting, sharing and promoting through the B2Bdigicard portal, just as you would in a normal BNI environment.

The benefits are simple to recognise:

No Joining Fee

No Early Morning Breakfast Meetings

No Commute or Traveling to Meeting

Companies have your details at the click of a button

And you know instantly when they have viewed or accessed your details and links

All card holders can see all other businesses by geographical location





B2Bdigicards have set the bar for the Digital Business Card platform. This intuitive, cloud-based information hub is leading the way in the next generation of digital marketing tools. Through a global network of agents, innovative, intelligent, interactive cards are being designed and produced for independent entrepreneurs, SME's and some of the worlds top brands and leading forward-thinking companies Including:





Designed with Your Network in mind

Amway

AVON

HERBALIFE NUTRITION

FOREVER
LIVING PRODUCTS®

JEUNESSE

Juice PLUS+
The Next Best Thing to Fruits & Vegetables

Kleeneze
making life easier

THE UTILITY WAREHOUSE

B2Bdigicards was created and developed for the world of the networker.

A Premium branded format for your specific Affiliate Marketing Business

- * Links to all Products and Services
- * Create a button for instant contact with your introducer / referrer
- * A Link to Become an Affiliate or Join Now Button
- * Social Media Links - Share the Opportunity
- * New Promotions and Videos
- * Real time - Instant Unlimited Updated

First Impressions Count

Premium Brand and Network Specific **B2Bdigicard** Formats For Independent Distributors

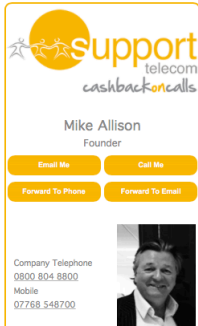
The Benefits:

Networking has just got Easier
Your Network will Grow Faster
Your customers will share your card and become your extended salesforce
You'll have access to Analytics and Reporting to find out Who, What and How things are doing
Your Customers will be able to order on the go
You can implement target specific promotions
Your communication with customers, new affiliates and referrals will increase and your business will grow faster.

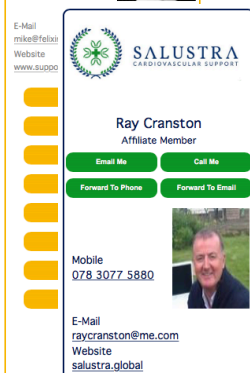




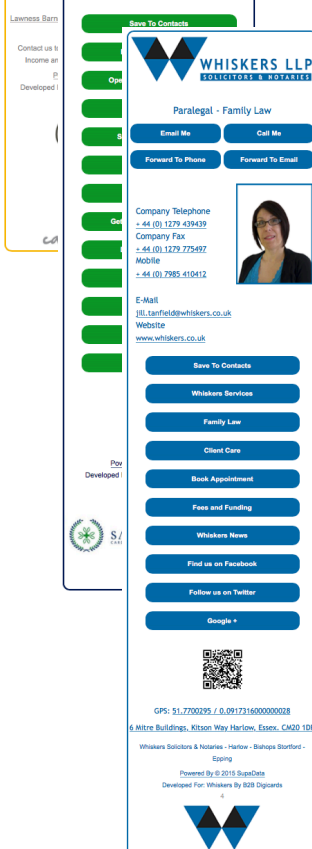
Customer reviews



"I've been in the telecommunications business for over 30 years and I've never seen anything quite like this, these are exciting times"
Mike Allison - Founder - Support Telecom

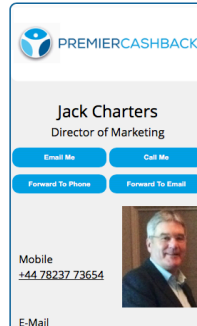


"This marketing tool is perfect for us, every month we do a new promotion and spend a lot of time getting the info out there, now its done at a click of a button"
Ray Cranston - Sales Executive

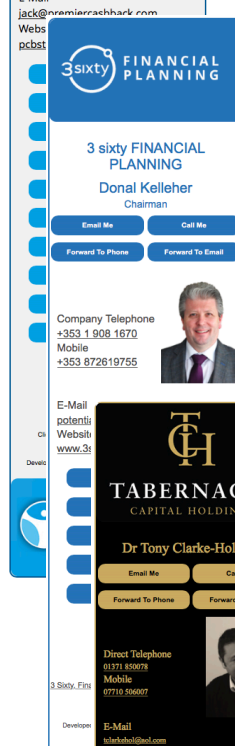


"Working in Family Law I deal with people everyday and hand out hundreds of business cards often to the same people, finally they have no excuse about losing it, plus i can check what links are being accessed"
Jill Tanfield - Paralegal - Whiskers Solicitors & Notaries

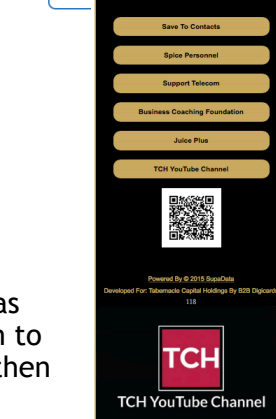
"this marketing tool has allowed our sales team to generate leads faster then ever before "
Barry Bashford - Owner Salustra Nutritional Products



"I believe this is the future everybody should have a digital business card no matter what your company"
John Charters - Managing Director Premier Cashback



"letting my customers know the most up-to-date changes is essential, monitoring my sales team is key to the growth of my business, I can track leads and their productivity"
Donal Kelleher- Chairman 3sixty Financial Planning



"I travel a lot and knowing that at the click of a button I can instantly do business makes my life so much easier"
Dr Tony Clarke-Holland - Owner Tabernacle Capital Holdings

"I am an Artist and I never thought that something as simple as this would bring me so many enquiries"
Jacqui Sieger - Artist and Author



Environmental Values



At B2Bdigicards we are encouraging Enterprises and SME'S to develop and implement CSR - Corporate Social Responsibility policies and practices and mainstream them into their core business operations by offering them an innovative way to "Go Green" with Digital Business Cards.

Charity & Support

B2Bdigicards donate a percentage of profits from every new card created to various environmental charities.



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