

Insights from Consulting Professionals: **2025 Networking Report**

Networking in Consulting

MOBILO

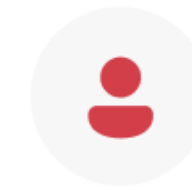
In the fast-paced world of consulting, networking isn't just about exchanging business cards—it's about building relationships that drive business growth and career success.

To better understand how consulting professionals are navigating networking today, we conducted an in-depth survey with

2000



**consulting
professionals.**



Respondent Profile

Country: USA 🇺🇸

Age: 18–99

Gender: Male, Female

Work In: Consulting

This report explores the current state of networking in the consulting industry—highlighting key challenges, the rise of digital tools, and how professionals are adapting to modern solutions. The findings uncover what's working, what's not, and how automation and smart technology are shaping the future of professional connections.

Networking remains a cornerstone of success for consultants, influencing deal flow, client retention, and career advancement. Understanding how to make it more effective is critical for staying competitive.



- Networking Practices and Tools
- Challenges and Gaps
- Mindset and Future Outlook

Key Findings

Networking Practices and Tools

Preferred Method of Exchanging Contact Information

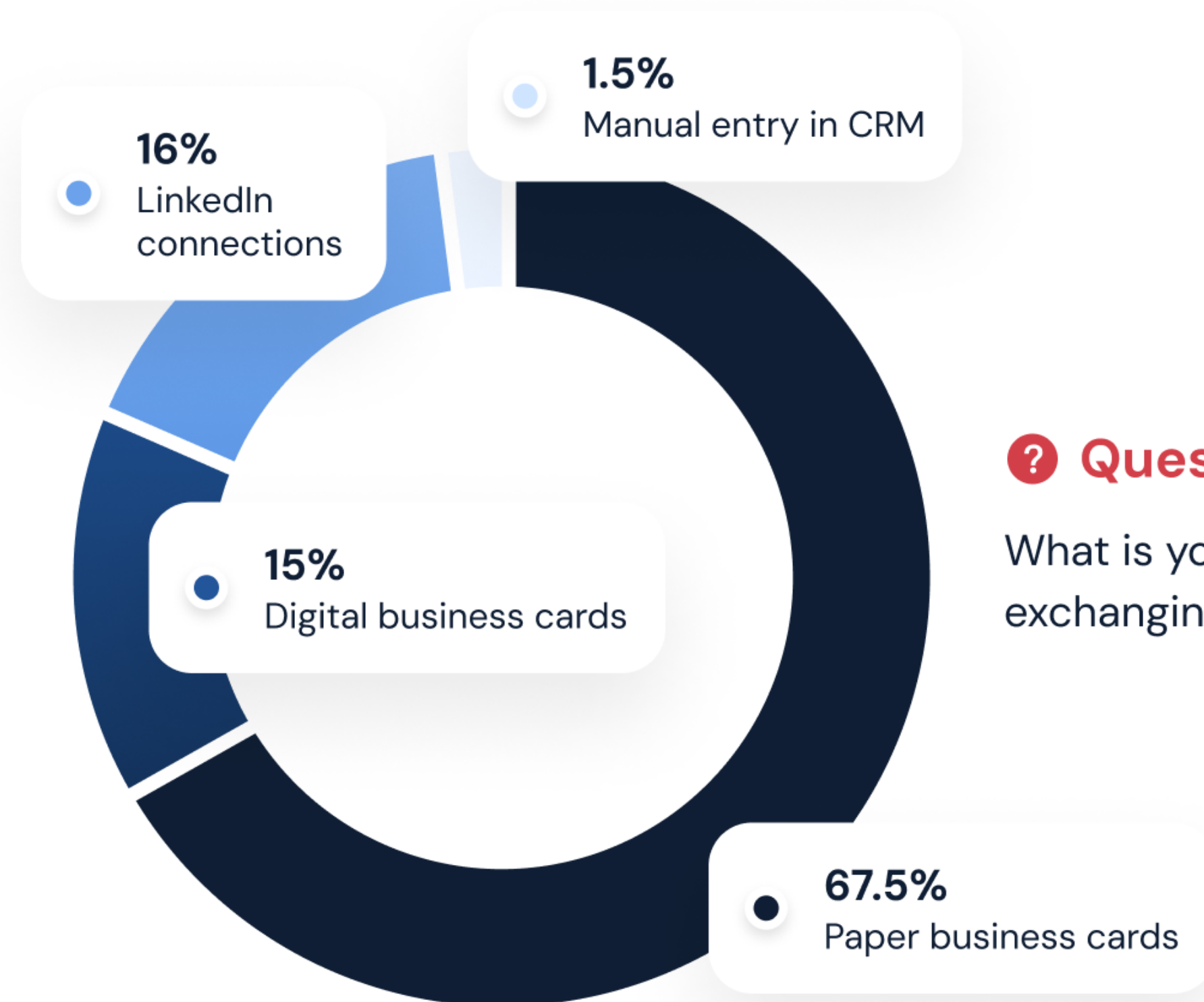
Preferred Follow-Up Methods

Time Consumed in Follow-Ups

Top Reasons for Repurchasing Business Cards

Preferred Method of Exchanging Contact Information

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? Question

What is your primary method of exchanging contact information?

When it comes to exchanging contact information, traditional paper business cards remain the dominant method among consulting professionals—but the shift toward digital is noticeable.

- **67.5%** of respondents reported that they primarily exchange contact details using paper business cards. Despite their long-standing role in professional networking, paper cards present challenges like loss, damage, and the need for manual data entry.
- **Only 15%** of consultants have adopted digital business cards as their primary method of exchanging contacts. While adoption rates are still growing, digital business cards provide a more streamlined and organized way to manage contacts.
- Interestingly, **16%** of respondents rely on LinkedIn connections to exchange contact information, highlighting the increasing role of professional networking platforms in the consulting industry.
- A small percentage (**1.5%**) of professionals still manually enter contact information into their CRM systems, underscoring the inefficiency of traditional data management methods.

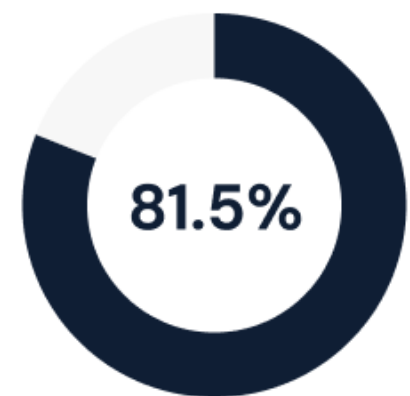
This data reflects both the persistent reliance on paper-based networking methods and the growing shift toward digital and automated solutions. As more professionals seek efficient ways to streamline contact management and follow-ups, the adoption of digital business cards is expected to rise.

Preferred Follow-Up Methods

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? Question

How do you typically follow up after networking?



Email

12.5%

LinkedIn message

1%

CRM entry

5%

Don't usually follow up

Following up after a networking event is a crucial step in building and maintaining professional relationships — and most consulting professionals prefer to do it the traditional way.

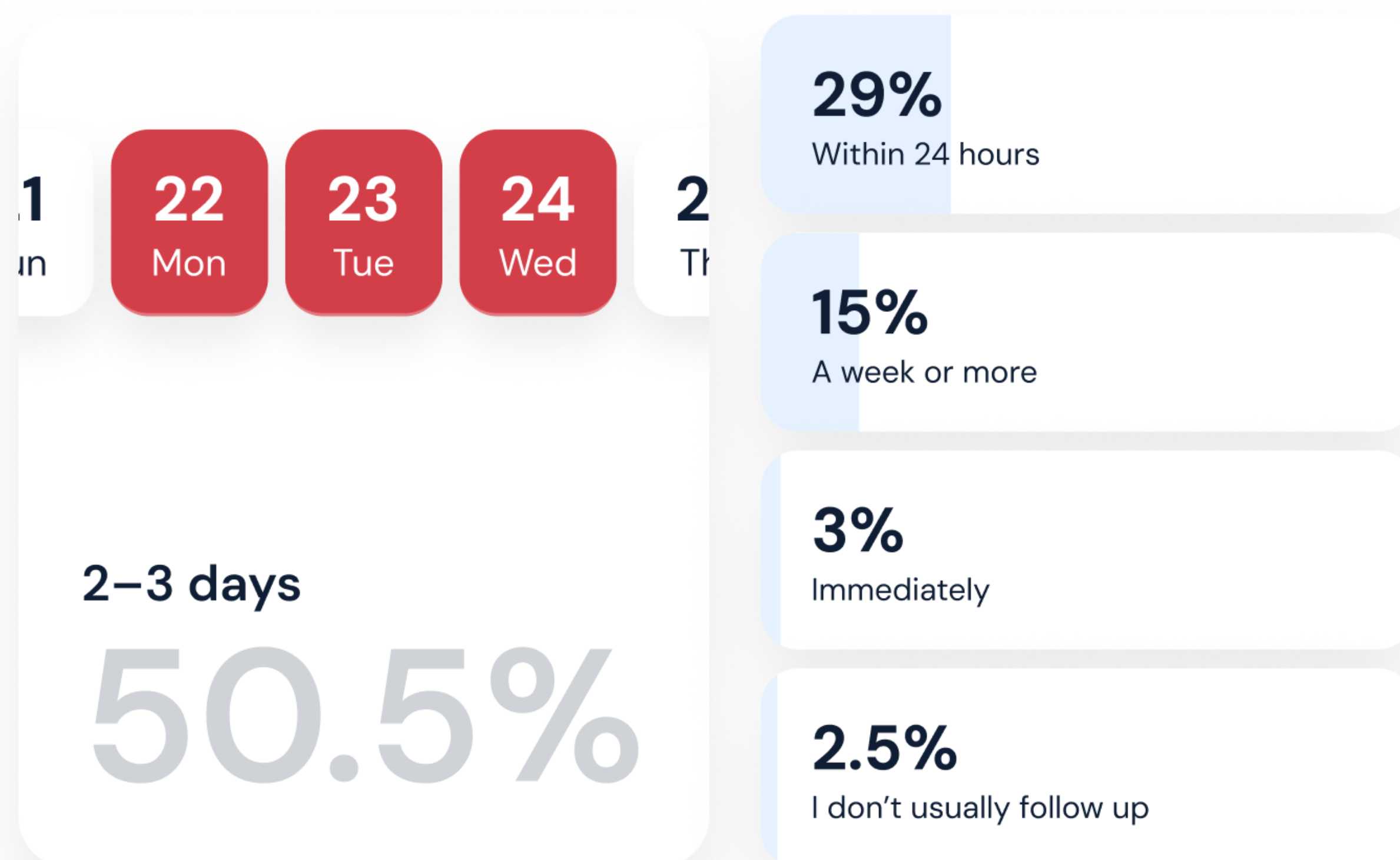
- **81.5%** of respondents reported that they typically follow up via email. This reinforces email's status as the go-to professional communication channel, valued for its formality and ease of use in business settings.
- Interestingly, **12.5%** of professionals prefer to follow up using LinkedIn messages, reflecting the platform's growing importance as a business networking tool. This trend highlights the shift toward more digital and accessible methods of professional communication.
- **Only 1%** of respondents rely on CRM systems to follow up, indicating that many consultants have yet to adopt more automated and integrated contact management solutions. This suggests that there's still untapped potential for streamlining follow-ups through CRM integration.
- Meanwhile, **5%** of consultants admitted that they don't usually follow up at all — a missed opportunity in building valuable business connections. This finding reveals a potential gap where automation or reminders could help ensure more consistent engagement.

This data underscores the continued dominance of email for professional follow-ups while signaling opportunities for greater adoption of digital platforms and automated tools to improve follow-up efficiency.

Time Consumed in Follow-Ups

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? Question On average, how long does it take you to back up a new lead and follow up?



Following up with new leads is an essential part of successful networking — but for most consulting professionals, it takes time.

- The majority of respondents (**50.5%**) reported that they typically follow up **within 2–3 days** after making a new connection. While this reflects a reasonable response time, delayed follow-ups could lead to missed opportunities and weakened professional relationships.
- **Only 3%** of respondents follow up **immediately**, which suggests that real-time engagement remains a challenge.
- However, **29%** of consultants manage to follow up **within 24 hours**, showing that nearly a third of professionals aim for quick and efficient outreach.
- Interestingly, **15%** admitted that it takes them a week or more to follow up, which may reduce the effectiveness of networking efforts as leads can go cold over time.
- Meanwhile, **2.5%** confessed that they don't usually follow up at all — highlighting a potential gap in their networking strategies.

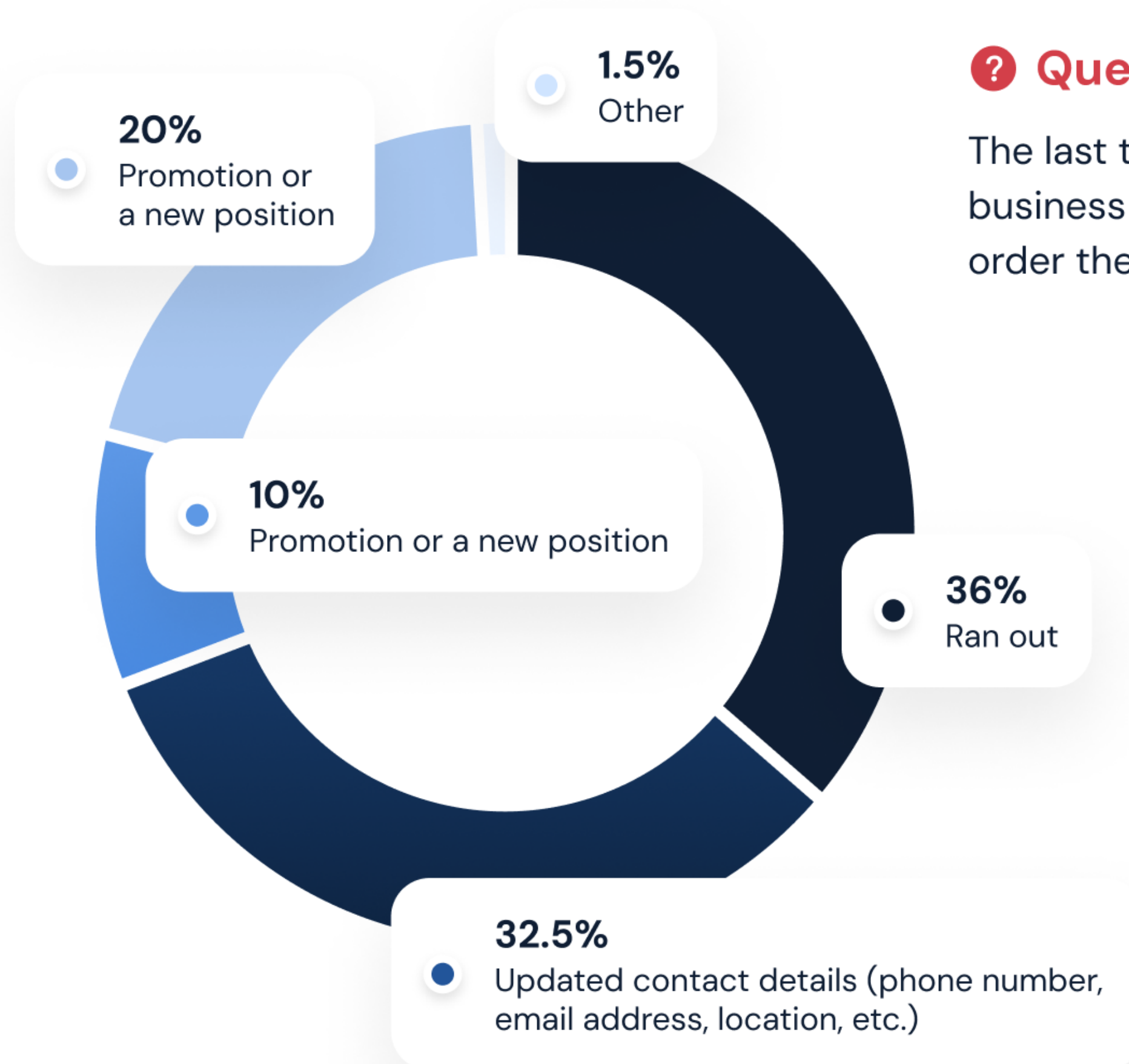
These findings underscore the need for automated tools that simplify and accelerate the follow-up process, ensuring that leads are nurtured promptly and consistently.

Top Reasons for Repurchasing Business Cards

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? Question

The last time you purchased business cards, why did you order them?



- The most common reason for repurchase was **running out of business cards**, cited by **36%** of respondents. This highlights the ongoing reliance on paper business cards in professional settings and the logistical challenges of keeping an adequate supply.
- **32.5%** of respondents said they ordered new cards because they had **updated contact details** — such as phone numbers, email addresses, and office locations. This reflects the dynamic nature of consulting roles, where frequent updates to contact information are necessary to stay accessible to clients and partners.
- Meanwhile, **20%** of professionals repurchased business cards due to **rebranding efforts** — updating their cards to reflect new logos, fonts, and colors to maintain a cohesive brand identity.
- Another **10%** of respondents ordered new cards because of a **promotion or new position**, highlighting the role of business cards as a tool for reinforcing professional status and visibility within the industry.
- A small percentage (**1.5%**) selected “Other” as their reason for repurchase, indicating that there are additional, less common motivations for updating business cards.

This data underscores how traditional business cards remain central to professional networking, but also highlights the friction caused by frequent updates and supply issues — challenges that digital business cards could help resolve.

Challenges and Gaps

Challenges of Networking

Losing Leads Due to Forgotten Follow-Ups

Challenges in Building and Maintaining Client Relationships

Interest in an Automated Follow-Up Tool

Importance of Sustainability in Networking Tools

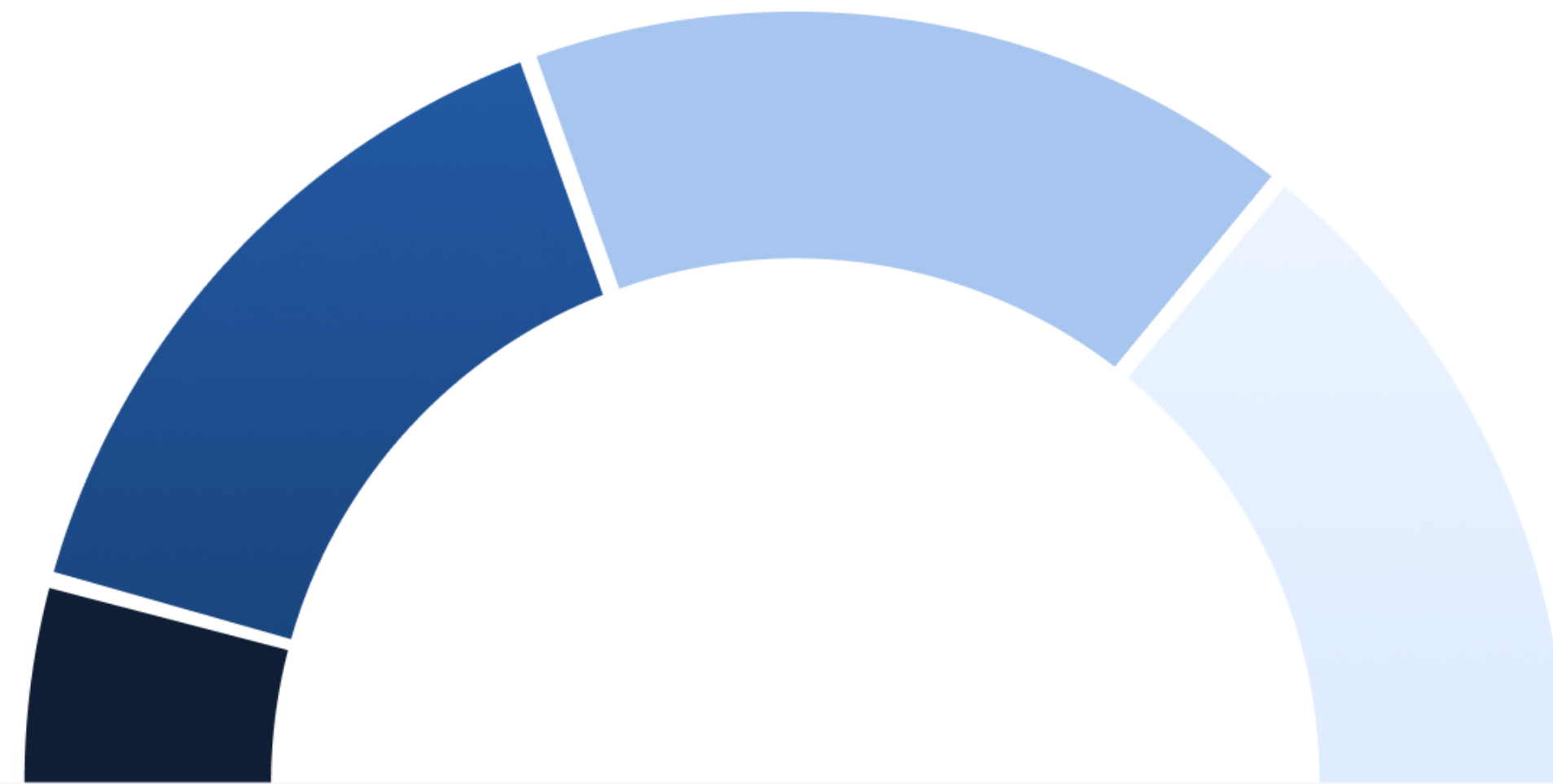
Challenges of Networking

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Networking is a critical component of success for consulting professionals, but it comes with its own set of challenges.

- The most common challenge reported was a low response rate from new contacts, with **33%** of respondents highlighting this as a major pain point. Even after making connections, the difficulty in securing follow-ups or meaningful responses presents a significant barrier to building strong professional relationships.
- **30%** of respondents cited time-consuming follow-ups as a key challenge. Tracking down leads, organizing contact information, and manually sending follow-ups consumes valuable time that could be better spent on strategic business activities.
- Closely following this, **28.5%** of professionals said they struggle with measuring the effectiveness of networking. Without clear insights into how networking translates into business outcomes, it becomes difficult to refine strategies and maximize the value of professional connections.
- Interestingly, only **8.5%** of respondents reported that losing track of contacts was a significant issue. While this is a lower-ranked challenge, it still reflects the potential for contacts to slip through the cracks without proper organization and tracking systems.

These insights point to a need for more streamlined and data-driven networking solutions that help professionals track connections, automate follow-ups, and measure success — areas where digital business cards and automated contact management tools could provide significant value.



? Question

What is your biggest challenge in networking?

● **8.5%**
Losing track of contacts

● **30%**
Time-consuming follow-ups

● **33%**
Low response rate from new contacts

● **28.5%**
Measuring the effectiveness of networking

Losing Leads Due to Forgotten Follow-Ups

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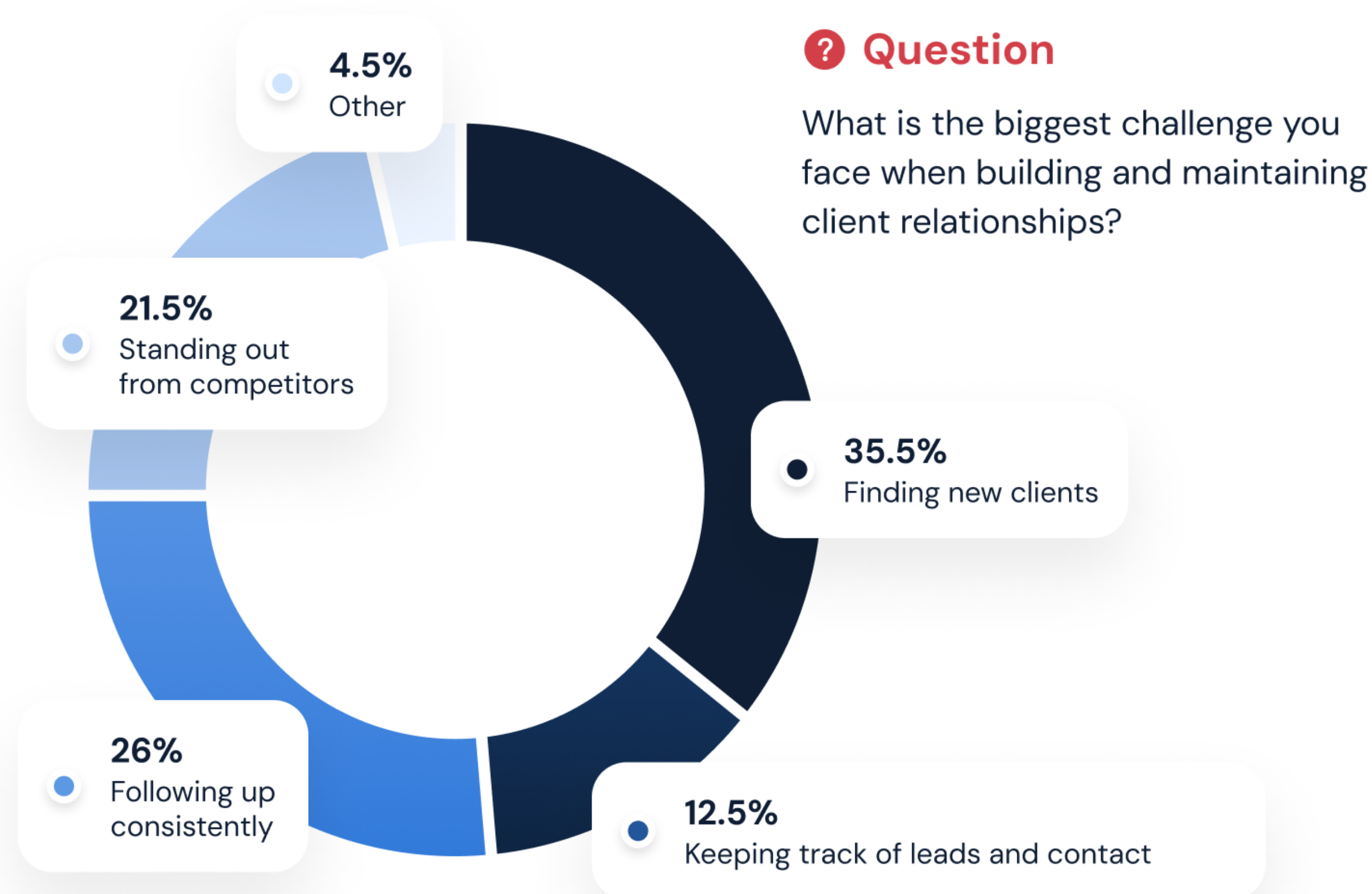
For most consulting professionals, forgotten follow-ups are a common challenge that can result in missed business opportunities.

- An overwhelming **69%** of respondents admitted that they have lost leads due to forgotten follow-ups — with **7%** saying it happens frequently and **62%** stating that it happens occasionally. This suggests that while most professionals recognize the importance of timely outreach, maintaining consistency remains a struggle.
- On the other hand, **31%** of consultants reported having a solid follow-up system in place that helps them stay on top of their networking efforts. This highlights that while some have found effective solutions, a significant portion still grapples with disorganized or delayed follow-ups.

These findings underscore the need for streamlined follow-up processes and automation tools that can help professionals stay connected and capitalize on their networking efforts.

Challenges in Building and Maintaining Client Relationships

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Finding and maintaining client relationships is essential for success in the consulting industry — but professionals face significant obstacles along the way.

- The most common challenge, cited by **35.5%** of respondents, is finding new clients. In a competitive industry, identifying and converting new leads remains a top concern for consultants.
- **26%** of respondents struggle with consistent follow-ups, which can lead to missed opportunities and weakened client relationships. Another **21.5%** reported that standing out from competitors presents a significant hurdle, making it harder to establish a distinct market position.
- Meanwhile, **12.5%** of consultants cited keeping track of leads and contacts as a challenge, underscoring the need for better tools to organize and manage client information.

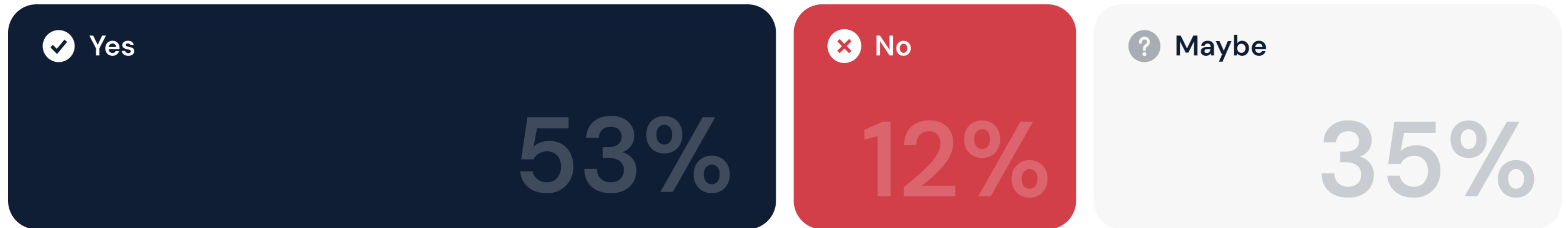
These insights reflect the complexity of relationship-building in consulting and emphasize the importance of tools and strategies that enhance visibility, follow-ups, and client management.

Interest in an Automated Follow-Up Tool

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? Question

Would you be interested in a tool that automatically tracks and follows up with your new connections?



- Consulting professionals are showing strong interest in automation when it comes to managing follow-ups and networking. Over half of the respondents (53%) indicated that they would be interested in a tool that automatically tracks and follows up with new connections.
- An additional 35% responded with "maybe," suggesting that while they see potential value in automation, they may need more clarity or assurance about how it works in practice.
- Interestingly, only 12% of respondents stated they wouldn't be interested in such a tool, underscoring the growing demand for solutions that simplify networking and improve follow-up consistency. This indicates a clear opportunity for innovative tools that automate and enhance the networking process for consultants.

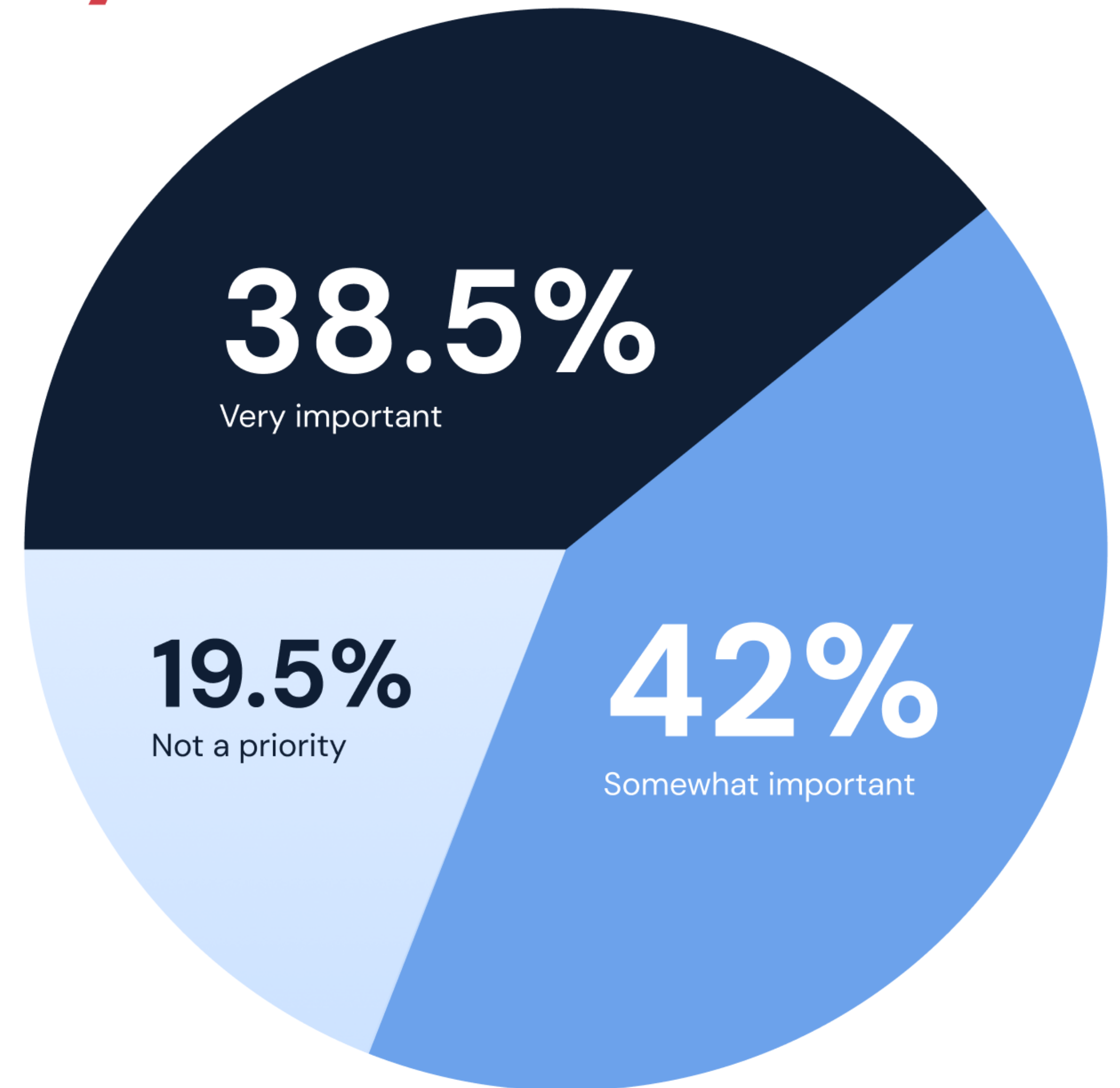
Importance of Sustainability in Networking Tools

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? Question

How important is sustainability when choosing networking tools?

- Sustainability is emerging as a key factor in the decision-making process for consulting professionals when selecting networking tools. A combined 80.5% of respondents consider sustainability important, with 38.5% stating it is "very important" and another 42% saying it is "somewhat important."
- This suggests that most professionals are not only conscious of their environmental impact but are also actively considering how their networking practices can align with broader sustainability goals. Meanwhile, 19.5% indicated that sustainability is not a priority for them, reflecting that while the majority of professionals value eco-friendly solutions, some remain focused on other factors like convenience and cost.



Mindset and Future Outlook

Measuring Networking Success

Digital Tools for Managing Professional Connections

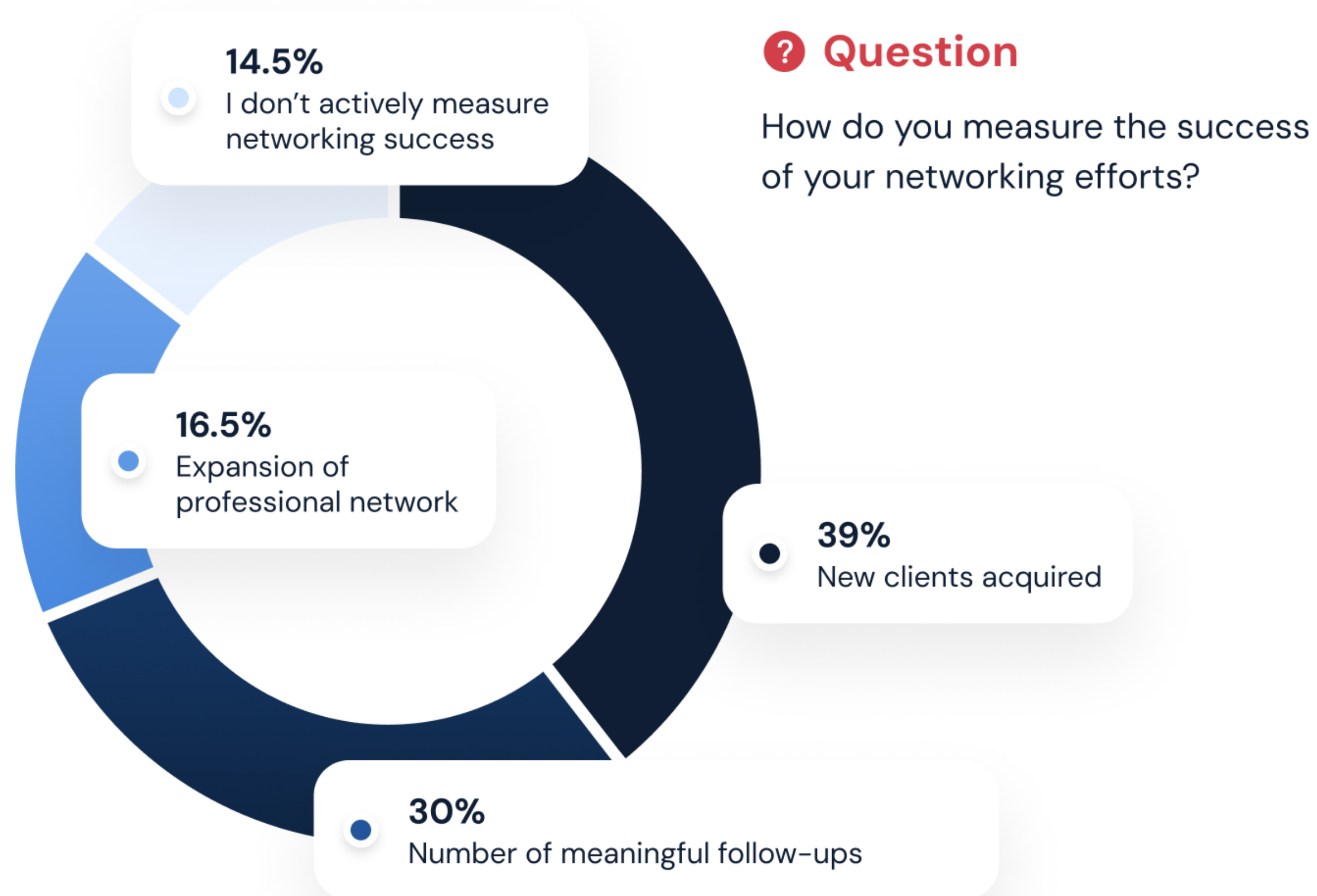
Frustrations with CRM and Digital Tools

Experience with Smart Business Cards

Reasons for Considering a Smart Business Card

Measuring Networking Success

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- For consulting professionals, acquiring new clients is the primary measure of networking success, with **39%** of respondents stating that this is their key metric. This underscores the direct business impact of effective networking in the consulting industry.
- Following up with contacts also plays a significant role, with **30%** of professionals measuring success based on the number of meaningful follow-ups. This suggests that maintaining connections and nurturing relationships is just as critical as initial contact.
- Meanwhile, **16.5%** of respondents gauge networking success by the expansion of their professional network, highlighting the importance of building industry relationships and broadening professional reach.
- Interestingly, **14.5%** of respondents admitted that they don't actively measure networking success, indicating a potential gap in tracking and evaluating the effectiveness of their networking strategies.

Digital Tools for Managing Professional Connections

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 **18%**

Yes, CRM software

 **9.5%**

Yes, digital business cards

 **40.5%**

Yes, LinkedIn

 **32%**

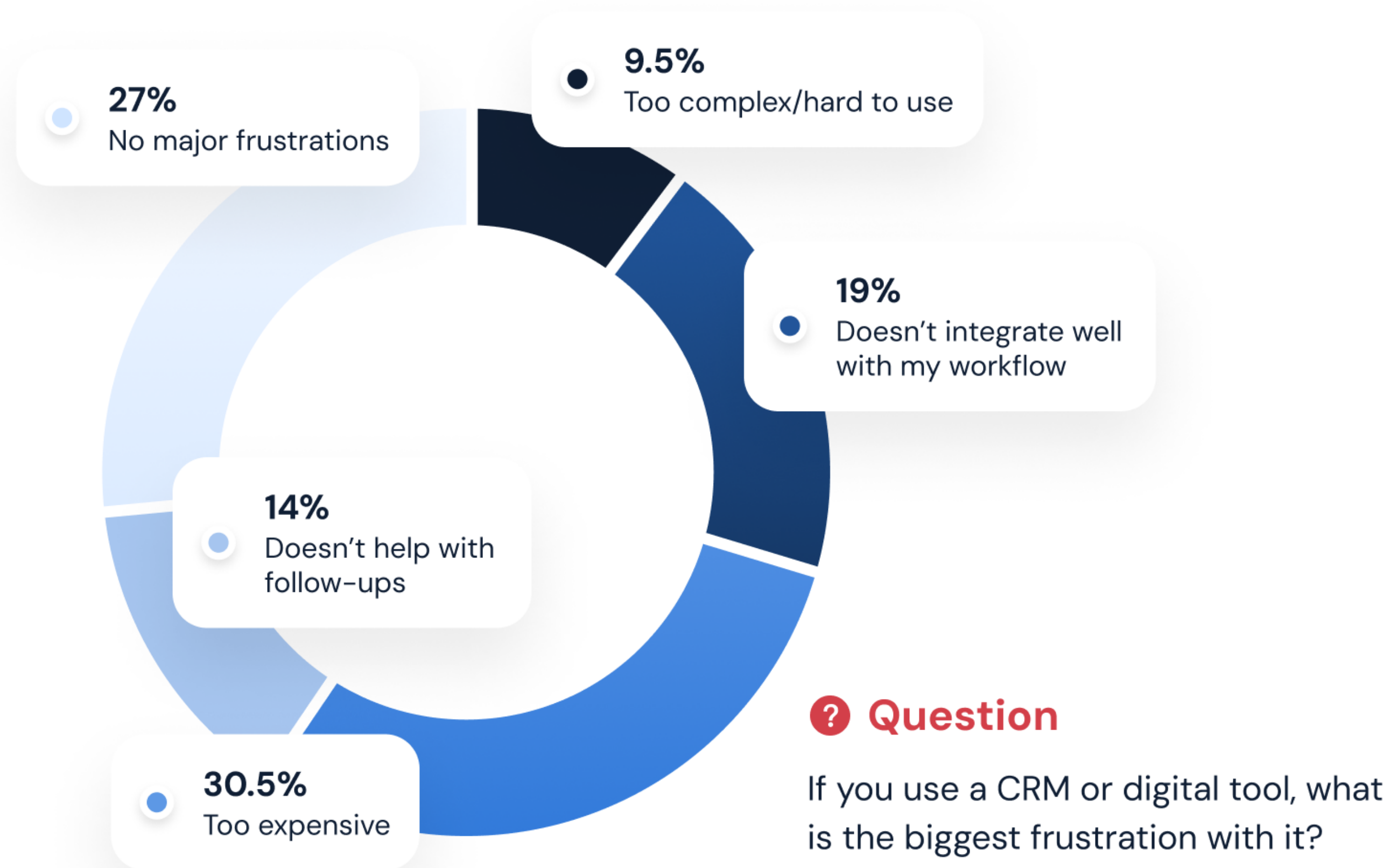
No, I rely on traditional methods

? Question Do you use any digital tools to manage your professional connections?

- LinkedIn is the most widely used tool for managing professional connections among consulting professionals, with **40.5%** relying on it as their primary platform. This reflects the growing role of social networking platforms in maintaining professional relationships.
- Interestingly, **32%** of respondents still rely on traditional methods like paper business cards, phone contacts, and manual tracking—highlighting that a significant portion of the industry has yet to transition to digital solutions.
- CRM software is used by **18%** of respondents, indicating that structured client relationship management is becoming more common. Meanwhile, **9.5%** have adopted digital business cards, which suggests that while adoption rates are still growing, the potential for increased use of digital networking tools remains strong.

Frustrations with CRM and Digital Tools

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- Cost is the biggest pain point for consulting professionals when it comes to using CRM and digital tools, with **30.5%** of respondents stating that their tools are too expensive. This indicates that affordability remains a key factor when adopting business solutions.
- Lack of integration with existing workflows is another common challenge, with **19%** of professionals reporting that their tools fail to work seamlessly within their existing processes. This highlights the need for more adaptable and integrated networking solutions.
- Additionally, **14%** of respondents noted that their current tools don't assist effectively with follow-ups—a critical element of successful networking. Complex user interfaces also pose a challenge for **9.5%** of respondents, indicating that simplicity and ease of use are essential features.
- On a positive note, **27%** of respondents reported no major frustrations with their CRM or digital tools, suggesting that while challenges exist, a significant portion of professionals are relatively satisfied with their current solutions.

Experience with Smart Business Cards

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? Question

Have you ever tried using a digital or smart business card?

✓ Yes 25.5%

✗ No 74.5%

Adoption of digital and smart business cards among consulting professionals is still emerging, with 25.5% of respondents having tried them. However, the potential for growth remains significant, as nearly three-quarters of professionals have yet to explore this option.

Among those who have tried smart business cards, satisfaction levels are high —84.31% reported a positive experience. The top reasons professionals liked using digital business cards include:

- **"I did not have to manually enter contact information."** – Digital business cards simplify the process of saving and managing new connections.
- **"It's more convenient to go paperless and save money."** – Cost savings and the ease of managing contacts digitally make smart business cards a practical choice.
- **"I like it because it shows clients that I am not a dinosaur."** – A modern, digital solution helps professionals project a forward-thinking and tech-savvy image.

? Question

What was your experience with a digital or smart business card?

✓ I liked it

84.31%

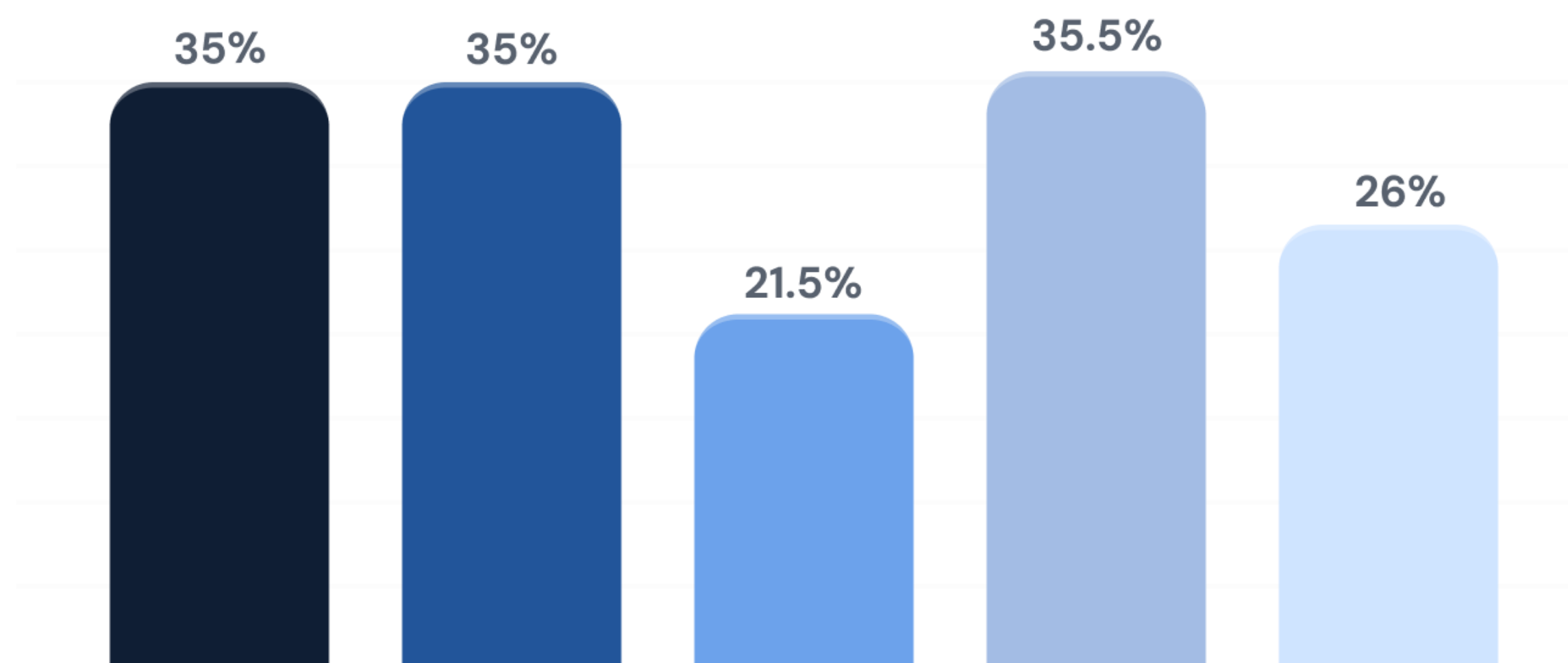
✗ I didn't like it

15.69%

These insights highlight that while smart card adoption is still in its early stages, those who have made the switch value the efficiency, convenience, and professional edge it provides.

Reasons for Considering a Smart Business Card

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? Question

What would make you consider a smart business card?

● **35%**
Seamless integration with existing tools

● **35%**
Automated follow-ups and reminders

● **21.5%**
Sustainability (no more paper business cards)

● **35.5%**
Cost savings

● **26%**
Better analytics and tracking of leads

- Consulting professionals are open to switching to smart business cards, with seamless integration and automated follow-ups emerging as the top motivating factors (both at 35%). The ability to easily integrate digital business cards with existing CRM systems and networking tools is critical for improving workflow efficiency.
- Automated follow-ups and reminders are equally important, with professionals seeking tools that reduce the manual effort involved in maintaining connections.
- Interestingly, 35.5% highlighted cost savings as a key factor—demonstrating that the financial benefits of reducing paper waste and printing costs are a significant draw.
- Sustainability also plays a role in influencing the shift toward smart business cards, with 21.5% noting that eliminating paper business cards aligns with their environmental and professional values.
- Finally, 26% of respondents value better analytics and tracking of leads, suggesting that smart business cards can offer a strategic advantage in understanding networking outcomes and optimizing follow-up strategies.

Analysis & Industry Insights

Analysis & Industry Insights

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The Shift to Digital Networking

The data reveals a significant shift in how consulting professionals approach networking. While 67.5% still rely on traditional paper business cards, the growing adoption of digital alternatives (15%) and LinkedIn connections (16%) reflects a broader trend toward more streamlined, tech-based solutions. This trend highlights a growing awareness of the limitations of paper business cards, including the risk of losing contacts, lack of automation, and the time consumed in manual follow-ups.

 **15%**

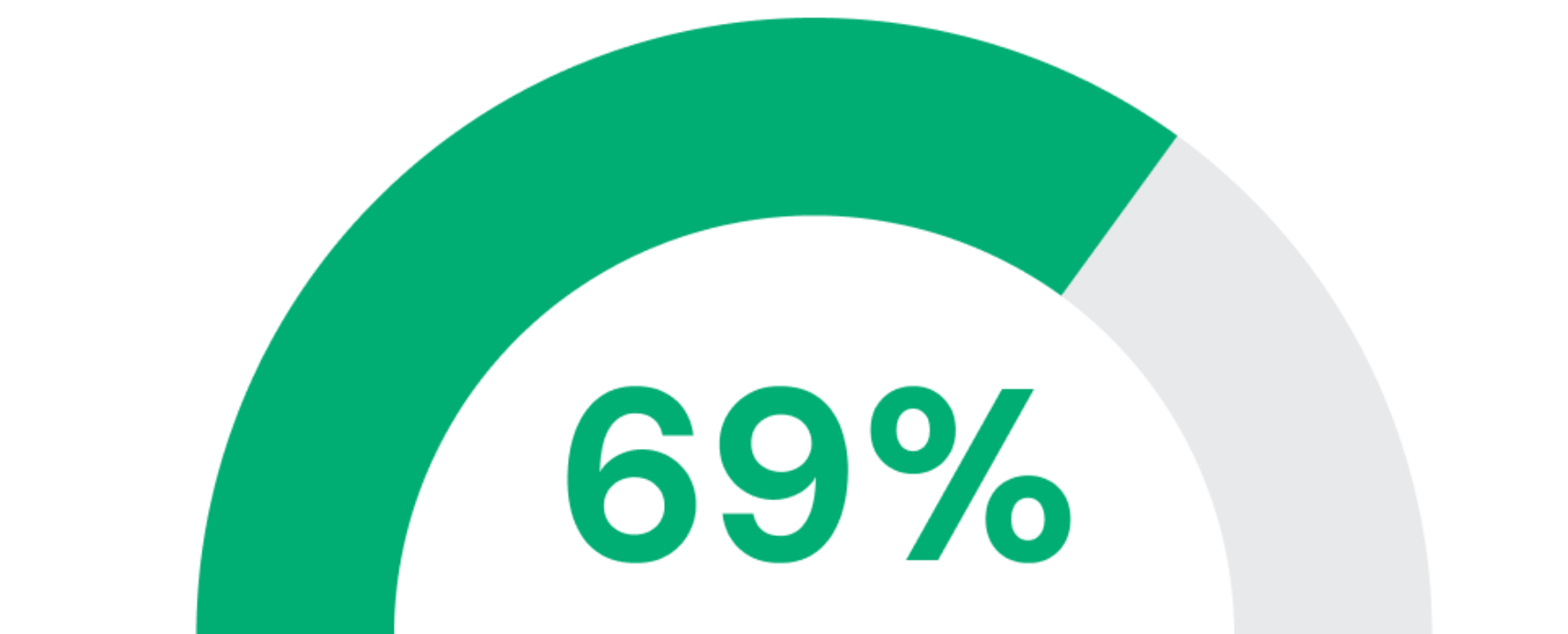
Adoption of digital alternatives

 **16%**

LinkedIn as a Networking Tool

Opportunities Lost in the Follow-Up Gap

One of the most telling findings is that 81.5% of respondents rely on email for follow-ups, with over 50% needing 2–3 days to act on new connections. This delay increases the risk of missed opportunities, especially since **69%** of professionals **admitted to losing leads due to forgotten follow-ups**. The fact that 53% are open to automated tracking and follow-ups underscores the demand for smarter, more efficient networking solutions.



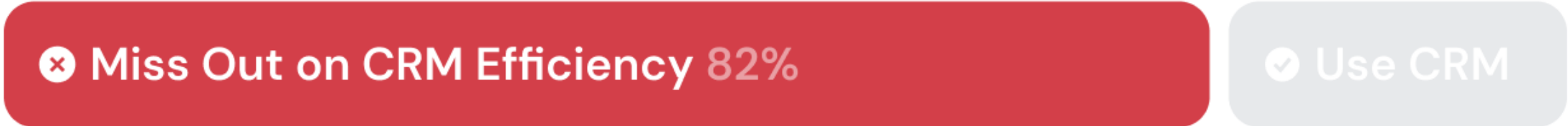
Admitted to losing leads due to forgotten follow-ups

Analysis & Industry Insights

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Digital Tools: Seen as Valuable, Rarely Used

The data also highlights that **40.5%** of professionals already **use LinkedIn** for managing connections, but only **18% use a CRM tool**. This suggests that while professionals see the value in digital platforms, many have yet to adopt structured systems for lead management—creating an opportunity for integrated digital solutions.



The Push for Sustainability Is Transforming Networking

Interestingly, **80.5%** of respondents see **sustainability as important** when choosing networking tools. This signals an increasing alignment between professional goals and environmental responsibility, reinforcing the need for paperless, tech-driven networking methods.

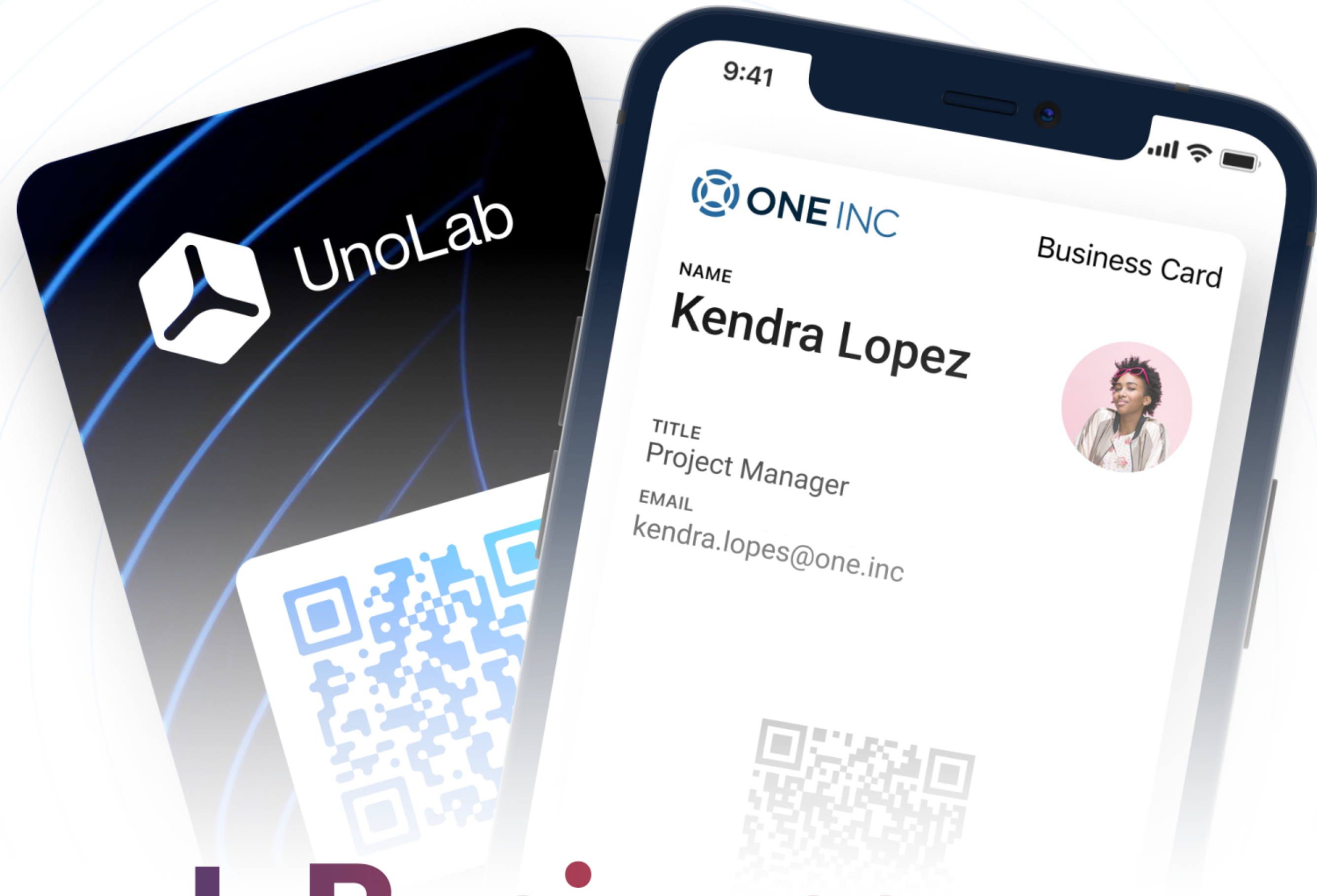


What Professionals Want in Smart Cards

Additionally, the motivations behind considering a smart business card — seamless integration with existing tools (**35%**), automated follow-ups (**35%**), cost savings (**35.5%**), and better tracking (26%) — reflect a growing need for smarter, more measurable networking strategies. This suggests that the future of professional networking lies in combining convenience, efficiency, and data-driven insights.

✓ Seamless integration with existing tools	35%
✓ Automated follow-ups and reminders	35%
✓ Sustainability (no more paper business cards)	21.5%
✓ Cost savings	35.5%
✓ Better analytics and tracking of leads	26%

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Why Smart Business Cards Are the Solution

Why Smart Business Cards Are the Solution

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The survey data reveals clear pain points in professional networking:

- reliance on paper business cards
- inconsistent follow-ups
- challenges in tracking and measuring success

Smart business cards like Mobilo directly address these issues by offering automation, data insights, and streamlined contact management—making professional networking more effective and measurable.

Automated Follow-Ups – Solving the Lead Drop-Off Problem

Over **69%** of consulting professionals reported losing leads due to forgotten follow-ups—highlighting the need for a system that removes the manual burden of tracking new connections. Mobilo's smart follow-up feature ensures that no lead is lost by:

- Automatically saving contact information into integrated CRM systems.
- Sending automated follow-up emails or reminders based on user-defined settings.
- Providing alerts and notifications to prevent missed opportunities.

M By automating the follow-up process, Mobilo not only reduces workload but also increases the likelihood of converting a new contact into a meaningful business relationship.

Why Smart Business Cards Are the Solution

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Seamless Integration with Existing Tools – Removing Friction

A major barrier to adopting new tools is the lack of integration with existing workflows. The survey shows that **18%** of respondents use CRMs, but many struggle with tools that are difficult to align with their existing processes. Mobilo solves this by:

- Integrating with major CRMs like Salesforce, HubSpot, and Zoho.
- Syncing directly with LinkedIn and other professional platforms.
- Offering one-tap data transfer, eliminating the need for manual data entry.

M This level of integration ensures that every new connection is captured and organized without extra effort, helping professionals manage their networks more efficiently.

Cost Savings – Eliminating the Recurring Cost of Paper Cards

Over **35.5%** of respondents said cost savings would motivate them to switch to a smart business card. Traditional paper cards come with recurring costs for design, printing, and updates. Mobilo eliminates these expenses by:

- Providing a one-time purchase solution.
- Offering dynamic updates—contact details can be changed in real time without the need to reprint cards.
- Reducing indirect costs tied to lost contacts and missed follow-ups.

M This makes Mobilo not only an effective networking tool but also a cost-efficient investment.

Why Smart Business Cards Are the Solution

MOBILO

Sustainability – Meeting Growing Demand for Eco-Friendly Solutions

With over 80% of respondents stating that sustainability is important when choosing networking tools, the demand for environmentally conscious solutions is clear. Mobilo's smart business cards are made from sustainable materials and provide a completely paper-free alternative.

- Mobilo cards help reduce waste from traditional paper cards, supporting eco-friendly business practices.
- For every Mobilo wood card sold, a tree is planted—making a direct positive environmental impact.
- Promoting an eco-conscious brand image can give businesses a competitive edge as sustainability becomes a higher priority for clients and stakeholders.

M This alignment with corporate sustainability goals makes Mobilo an attractive option for modern professionals.

Enhanced Data and Insights – Measuring Networking Success

Only **39%** of professionals measure networking success based on new clients acquired, while others rely on follow-ups and professional network growth. Mobilo allows professionals to track their networking efforts with real-time insights, including:

- Number of taps and exchanges.
- Follow-up success rates.
- Geographic and demographic breakdowns of contacts.

M These insights empower professionals to refine their networking strategies and focus on the connections that drive the most value.

Why Smart Business Cards Are the Solution

MOBILO

Mobilo's ability to combine automation, cost savings, sustainability, and data-driven insights makes it the ideal solution for addressing modern networking challenges. The shift toward smarter, more efficient networking is already underway — and **Mobilo is leading the way.**



Conclusion

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The data from this report confirms that consulting professionals face significant challenges with traditional networking methods—especially when it comes to follow-ups, contact management, and measuring success. The shift toward digital networking and automation is clear, with growing interest in tools that simplify processes and improve efficiency.

Smart business cards like Mobilo offer a solution that aligns with these needs, providing seamless integration, automated tracking, and measurable results. As the industry evolves, adopting smarter networking tools will be key to staying competitive and maximizing professional connections.

Ready to upgrade your networking game?

➔ [Book a Demo or Try Mobilo Today.](#)