



Signs as a Marketing Strategy

There are so many signs out there that we hardly notice or pay attention to until we are looking for one and then only note that one in passing. What we don't realize, is how much effect they really have on us, which is why they are effective.

Most owners know they need a sign, but they look at them as merely an identifier for their business. While this is true, they are unaware of and under-utilizing the earning potential of their sign. Your sign not only is a way of marking your business but its a way of Marketing for your business as well. Your sign will not only tell the customers where your business location is, but also what you are selling.

Trying to attract new customers?

Your sign might be what stops them and brings them in. Too often people judge a business by how their sign looks. Signs are your biggest advertisement. A sign advertises 24 hours a day, 365 days a year, so why not put a sign up? Who hasn't stopped into a store and purchase something simply because they saw the sign? If your sign isn't representing your business correctly it might be time for an upgrade. Is your sign well placed? Professionally designed? Does it stand out? Can you read it from a distance? All these questions are a big part of your marketing strategy when thinking about your sign.

Everything on your sign should be consistent, the name of your business, your logo, company colors, catch phrase, etc. All your printed marketing material should match such as your letterhead, business cards and print ads. Being consistent with your design will help brand your business in the mind of the customer.

So now what?

You've put the time and effort into your marketing, so is it paying off?

A lot of business owners make great marketing strategies, they invest money, but they have no idea how much they are profiting from it. You should be able to see where your money is being best used by tying it to a specific result. Asking your clients how they heard about you is an effective way to figure out how your marketing strategy is paying off. If you're not getting much business then you need to modify the way you advertise and then measure your results. Every form of advertisement is important when analyzing how much profit you are making. Your sign is your biggest form of advertisement. If it doesn't represent your company it is likely not going to be very profitable for you.

Many business owners increase their business simply by adding a good sign. On the other hand a lot of businesses have gone out of business because they aren't being identified well, so they don't get enough potential customers to recognize their existence.

So before you consider not putting up a sign simply because it's too expensive, think about how effective it will be for your business instead.

