

Realizing the Hidden Value of Signage

The **number one** reason for business failure is low sales. Sounds obvious, right? With businesses going under every day, it must not be obvious enough. Everything you do for your operation should lead to increasing sales. That is the daily pursuit of every business owner. However, many business owners make decisions that actually contribute to the decrease of their own sales, and they don't even know it.

These damaging decisions have to do with their business's signage. Every time a worn or shabby sign is left up for display or a cheap and generic sign is purchased a decision is being made to decrease sales. Signage is supposed to be eye-catching and alluring. Customers should see it and be drawn into your business. Yet, cities and shops are filled with plain and boring signage everywhere you look, like a mural of monotony.

The key to increasing sales is discovering and utilizing the **value of signage**. Leading businesses take advantage of the drab canvas around them with truly effective signage. The top three measures of a sign's success are whether it attracts new customers, brands your business in the minds of customers, and creates impulse sales.

**Effective signage will
drive traffic to your business,
boost your sales, and even
increase the value of each transaction**



BEFORE

Grab Their Attention

Signs are used to increase sales by advertising company names or providing information about products, services and events. More often than not, your sign is the customer's first impression of your business. If your customers are not seeing your sign, you are losing business.

Inform Them

Effective signs familiarize viewers with the message of your business through words, graphics, and symbols that create your brand. Size, text, material, construction and location all contribute to your overall message. Just by looking at your sign, customers should know what it is you offer.

Gain Their Trust

The right sign enhances your business image and shows that you're up-to-date, properly ran, and an exciting place to do business. The quality of your sign will reflect the quality of your product. A poorly made sign will stop customers from even entering your store to give your merchandize or services a chance to speak for themselves.



AFTER

designdynamics

Floundering businesses underestimate the inherent value of a powerful sign and struggle because of it.

The Value of Signage...

- Signs are powerful means of communication and advertising, not mere letters on a board.
- Signs are the most fundamental way to promote your products and services.
- Signs enforce the image you want the public to have of you.
- Signs brand your business by establishing a first impression and reinforcing that impression every time they are seen.
- Signs command attention and landmark your business location.
- People will judge the inside of your business by how your signage looks on the outside.
- Signs offer a very low per exposure cost when factored over its lifetime.
- Signs communicate essential information, direct traffic or feature special products, services or prices.
- Signs builds awareness through low-cost, multiple impressions that reinforce your advertising messages.
- More economical than many other advertising or marketing methods available and is something you will have for many years.
- The design on your sign can also be carried across into print, your online presence and television advertising.
- Signs bring in additional traffic and even spur of the moment customers who weren't thinking of you until they saw your sign.

Think of a big, successful business. You can picture their brand in your mind, their color scheme, their font, and probably a handful of products they offer. Now imagine they have a sign for a promotion. Without seeing it, you know exactly how it would look. That is a company that has discovered the value of signage. Now it's time for you to discover it as well.

People see, shop and buy. If a sign is ineffective, it will cost the business owner more in lost sales than the entire cost of a good sign.

Your signage will do many things for you, make sure those things are helping your business and not hurting it. With a compelling sign and a well thought out signage campaign you will engage your internal and external audiences through building signage, banners, posters, and window displays that get you **NOTICED** in a staggeringly crowded marketplace.

Keep these tips in mind to fully utilize the hidden value of signage for your business:

- Be clear on what you are offering and to which customers.
- Know what you want to communicate to people about your business.
- Consider different viewpoints, particularly the type of signage being used in your general area.
- Establish a budget.
- Decide if this is a job for a professional sign manufacturer or if you can do it yourself.

Contact our sign specialists and we will help you design and create the signs that will increase your sales and elevate your business to the next level.