

The **Top 10** Reasons Why You Need to Re-Evaluate **YOUR** **SIGNAGE**

by



1 Get Noticed

There is a direct correlation between visibility and cash flow. The battle cry and price setting features of commercial real estate is “location, location, location!”. Most prime commercial property is sold by the front linear foot. It takes a lot of money to be up front and visible to passing drivers. However, **an effective sign can place you up front in visibility even if you are hidden from view.**

2 First Impression

You never get a second chance to make a first impression. Your sign is representative of your business and lets customers see all your features and benefits. An effective sign can make or break you. A properly **designed** sign can create “**top of the mind awareness**” with the consumer. In other words, when they think of a product or service that you provide, they think of your business first. The repetitive exposure to an effective sign creates an **instant visual association** between the consumer’s need and your business.

3 Customer Turnover

According to census data, the average yearly turnover is 20% of the customer population base. In small-town America, it can be as high as 25%. So while you may like to say “Everybody knows I am here,” at best this may be only 80% true. A business needs at least a 20% increase in new customers every year just to stay even.

Consider McDonalds. Why do you think they put golden arches in front the smallest volume store in smallest town in which they do business? The answer is obvious. You don’t get to be the best without constantly reminding every customer, every time they pass by that you are open for business.



4 The Best Advertising

Many businesses believe word-of-mouth advertising is the best available. According to store traffic surveys of **new clients** conducted by independent business owners who recently purchased new Gulf Development signage, 46% of customers doing business with them for the first time, came in because of the business sign. 37% came in due to word-of-mouth. Compare these figures with the newspaper advertising that brought in only 8% of the new customers.

5 Talk to Your Customers

Can you put a unique message on your sign every day? Can you tell potential customers "Welcome, Come in" or "Sale Today Only"? Electronic Message Signs give you the power to reach out to the many people who pass your business every day and tell them why they should come in to buy your products or services.

6 Increase Customer Base

How many people in your community need your product today? You always have a new and expanding market. This natural expansion is one more reason to tell your story every day.

7 It's an Impulse

Have you ever been driving, seen a sign, remembered a need that could be met at that establishment, turned into the business and made a purchase? How about Costco, Krispy Kreme, McDonalds or 7-11? Signs create impulse traffic into your business and return those who need your product in the future. Good signage causes people to **remember where you are, what you do and how well you do it.**



8 Your Best Employee

Think of your sign as a non-commissioned silent salesperson. How many salary or commission dollars would you have to spend to get your message in the minds of as many people as an effective sign in single day? Your sign never calls in sick, never files an unemployment claim, requires no vacation time, health benefits, counselling, worker's compensation or Christmas bonus. An employee at a fraction of the cost of traditional labor.



9 Inexpensive Advertising

Traditional advertising can be expensive and results are not guaranteed. Most advertising methods are consumable (TV, Radio, Newspaper and Direct Mail). In other words, you use it today and it's gone. Even the Yellow Pages must be paid continually or you won't have an ad next year. Your sign is the only advertising form that is not consumed. It is paid for once, will stay on the job for years and a permanent fixture and an asset of the business. According to the U.S. Small Business Administration, it's cost to reach 1000 adults is a little as 5 cents, compared to \$3.00 per 1000 for newspaper advertising.

10 The Bottom Line

The bottom line is the return on investment. In considering the cost of a sign, if you consider the profits it will generate, the bottom line becomes, **"How much money will it make me?"** You are in business to maximize bottom line profits. So remember that the cost of the sign is the price minus profits, tax deductions, community goodwill and many new, happy customers.

Any shortcut you take in the purchase of the sign may reduce the price but will probably also reduce the sign's effectiveness and increase the true bottom line cost.

