

Marketing Your Business With Signage For **Maximum** Value

By Scott Kutach

How do you market your business? Using television, radio and newspaper ads? While all generate their fair share of leads and attention, experience shows that virtually every kind of business should include a very cost-effective medium in their business plans - signs and graphics.

Most business owners do not know that signage typically brings a high return on investment. For example, a \$200 sign displayed at a location where just 10,000 cars pass by every day will be seen more than 3.5 million times in a single year—a cost of about a penny for every 15 “advertising impressions.” With that \$200 sign, you’ve established your company’s presence in your community.

Because of their relatively low cost, long life, and 24-hour-a-day work ethic, signs carry your marketing message to more people per dollar invested than many other mediums. A well-designed, well-placed sign can generate tens or even hundreds of thousands of impressions per day for months or years at a time. Depending on the nature of the business and the type of sign selected, it could pay for itself with the very first customer it attracts.

Signs aren’t just rectangular panels on a wall anymore. Signs can be full color custom digital graphics, die-cut in any shape, incorporating both text and artwork. They can be larger-than-life photographs wrapped around all your vehicles. They can be backlit transparencies, point-of-sale easel-back stands, or large building-spanning banners. The day of the simple logo and phone number on the side of a car, truck or van is also long gone. Today’s corporate fleet is more likely to sport a dramatic image or a colorful product photo stretching because adding a colorful vehicle graphic to your car or van can generate over 600 impressions per mile driven at a fraction of the cost of other forms of advertising.

Advertising experts have long recognized that frequent repetition of a message is vital to its



effectiveness. By using signs and graphics in concert with other advertising media, you can reiterate your message and reinforce the power of the other media on a daily basis. It can be easier than you may think it is to create that sense of familiarity. Today’s technology allows you to turn any wall, any window or any vehicle into a vibrant graphic promoting your business. Even the floor can become a canvas for the art of signage when you use colorful floor graphics to direct customers throughout your site or to introduce them to a new product.

Talk to your sign professional about the ever-expanding variety of signs and graphics available to enhance both the visual appeal and the effectiveness of your marketing efforts. A qualified sign consultant can help you develop signage that reflects the image you want for your company – elegant, fun, professional, progressive, traditional, or cutting-edge and helps you clearly communicate it to your customers and prospects. When used properly, signs can be your single most cost-effective advertising tool. **N**

FASTSIGNS Galleria Area offers a full range of custom signs and graphics products including banners, large format full color graphics, window and vehicle graphics, safety and identification signage, trade show displays and graphics, and exterior signage. FASTSIGNS Galleria Area was established in 1991. In order to accommodate growth and additional product lines, they expanded twice since then, most recently to a larger showroom at 6115 Westheimer. FASTSIGNS Galleria Area has earned wide recognition including multiple Million Dollar Sales Achievements and Pacesetter awards that recognize the top producing stores in the FASTSIGNSnetwork. Contact Helen Kutach, Scott Kutach or Glenn Dodd at 73@fastsigns.com.

CONSIDER THESE FACTS:

- By simply adding a border to focus attention to your sign, you will help the viewer read it 26 percent faster.
- By presenting special information such as a phone number or website in a second color, you can increase the reader’s retention by 78 percent.