

Reasons to evaluate your signage needs.

First Impressions and Lasting Memory

You never get a second chance to make a first impression. Your sign is representative of your business. The repetitiveness of passing an effective sign creates an instant visual association between the consumer's need and your business. Signs also "remind" customers each time they pass of the products/services you provide.

Impulse Buying

We're sure at some stage you have passed by a sign which triggered an impulse desire for you to visit the business and make a purchase. Impulse buying is based on emotion rather than need. It means you have a motivated, interested customer walking in your door.

Put Your Sign to Work

Effective signage earns its keep every day. No need to pay it a salary, no commission or taxes. It works effortlessly without complaining. Signage keeps your message fresh in the mind of the consumer.

An effective design and a creative message works great for creating a sharp business identity and should be an important part of your corporate branding campaign.

Inexpensive Advertising

Traditional advertising can such as TV, Radio, Newspaper and Yellow Pages can be expensive and the results are not guaranteed. Signage unlike these advertising mediums is lasting. It is paid for once, will stay on the job for years and is permanent. Signage for example, is typically very low cost per 1,000 of adults reached compared to TV and Radio advertising.

Replace Old and Outdated Signage

Spruce up your image. An attractive professional sign presents a message about your business. Do you know of a better way to advertise your business? Perhaps it's time for a new sign? Sign technologies have improved. Let's talk.

Get Noticed

There is a direct correlation between visibility and sales. We've all heard the mantra of how important location is in business. However, do we seriously consider the benefit signage can have for companies located both on and off a major route? Either way effective signage is important and is necessary especially to get noticed by first time customers.

Return on Investment

Professionally created signage should bring new customers and prompt existing customers to return more frequently. It's difficult to predict exactly how much money your sign will make you and what your return on investment will be. However, think of the potential cost of not having signage and as a result not getting noticed. The resulting lost sales and profits can be significant. A business with no sign is a sign of no business.

Compliments of:

Long Island Marketing Solutions

Phone: (516) 731-5467 Fax: (516) 731-5468

Email: Sales@limarketingsolutions.com

www.limarketingsolutions.com

Your Signage & Printing full line Service provider