

4 Reasons Why Good Signage is Important for Your Business

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Nowadays, a successful, growing business depends on many more factors than in the past. It's not a surprise that in such a competitive environment, business

owners/managers are required to put extra efforts in their marketing strategies just to stand out.

Besides establishing effective communication with customers, and adequately advertising the products and/or services a business offers, good business signage is the most efficient and cost-effective form of advertisement to get brand exposure and attract customers.

A recent survey carried out by the Economic Center of the University of Cincinnati shows that “Nearly 76% of consumers (8 in 10) said they had entered a store or business they had never visited before based simply on its signs”, which turns signage into a business’ most basic, but most efficient form of advertisement. (Source: The Sign Foundation)

The reasons why a business should invest in custom signs are many and here, we present a few that we consider important:

1. Increasing brand exposure:

Good business signage will make your company stand out from the crowd by increasing your brand exposure and the chances of new customer acquisition and repeated business.

2. Differentiation:

“A custom sign will help to differentiate your business from the competition and will help you build a unique brand in the eyes of potential customers. However, it is important to keep in mind that to have a sign that will make you stand out you need to know how to design beautiful and effective signs, or else, your sign will lose all its potential” says Jitze Stienstra, owner of Presidio Signs, a leading [Sign Shop in Temecula, CA](#).

A visit to a professional sign shop will help you design a signage that works best for your business and will sure help in taking a load off of your back.

3. It is cost-effective:

Signage is one of the most cost-effective marketing strategies. While you may have to make a considerable initial investment, once your signage is ready and installed are

further costs and it will advertise your company 24/7.

4. Year-round advertising:

Depending on location, whether interior or exterior, signs work all year round. They're visible 24 hours a day, 7 days a week, 365 days a year. This alone, makes them a worthy investment that will work for you with no effort required, no matter what time or day of the year it is.

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Bernard Clyde | March 16, 2017 at 4:13 pm

I like your point that good signs increase your brand exposure. It's important that your customers recognize and respect your company's brand, especially through your signs. Every image people see of your business will leave an impression on them which, over time, will lead to them interacting more positively with your business.

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 **Reply****Ridley Fitzgerald** | April 19, 2017 at 8:21 pm

Signs definitely seem like they are vital for a business. What I have noticed in my own life is that I go into stores that have interesting signs outside. I guess that's what you mean by increasing the brand exposure.

 **Reply****Ridley Fitzgerald** | August 3, 2017 at 5:35 pm

Signs are definitely important for a business. I love the fact that they can help build a unique brand name for a business. As a consumer, I agree, because I associate businesses with their logos and signs.

 **Reply****Taylor Bishop** | November 14, 2017 at 4:32 pm

Thanks for going over the benefits of having a good sign. I'm glad that you mentioned that this is a great way to make your business stand out to potential customers because of a unique brand. It definitely sounds like it could also be beneficial to research some different ways to make sure your brand is unique and how to design an effective sign based off of it.

 **Reply****Mike Ekeocha** | November 19, 2017 at 10:29 am



Good signage really increases brand awareness and hence business profitability. While shop signage is very effective in promoting a brand awareness, I will like to add that other forms of signage such those put on vehicles tend to be mobile and can also be used in tandem with shop signage.

 **Reply**



Cameron Bennett | December 4, 2017 at 6:05 pm

I like that you mention that a good business or company sign helps your business stand out and attract more business. It's important for a business owner to consider how they can better market themselves and a good sign is an effective way to do that. Because people notice visuals, if you have one that is well designed, you're sure to attract more attention.

 **Reply**



Silas Knight | February 26, 2018 at 11:42 pm

I can see why signage is vital for a business. Like you said, it is a way to stand out from competitors. With more and more small businesses opening, differentiation is really important!

 **Reply**



Sophia Hayden | March 23, 2018 at 6:46 am

Every sign has its own story that is captured by a unique code on each sign. sign board will explain everything.

 **Reply**



Joy Butler | May 17, 2018 at 2:38 am

It's great that you elaborated on getting a good signage for your business. In my opinion, having a good and eye-catching signage or signboard attract more customers. And this will result in more earnings from the business. And I completely agree with what you said that signage is one of the most cost-effective marketing strategies.

 **Reply**



Bernard Button | May 22, 2018 at 7:15 pm

I can see why signs are good for businesses. Like you said, the more signs you have, the more people will know about your company! I rarely go to any sort of store unless I've seen signs and posters about them.

 **Reply**



Rosie Beckett | May 24, 2018 at 3:20 pm

My sister is thinking of adding signs for her business and I am glad that I found this article because I had no idea that there are so many benefits. You make a great point that signage is cost-effective because once the signs are installed there are no further costs and your company will be advertised 24-hours a day. My sister definitely wants to increase the exposure of her company and this is a great way for her to gain new customers.

 **Reply**



Prince Arora | October 16, 2018 at 6:05 am

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website stainless steel signs visit the site to know more about sinking.

 **Reply**



Tatiana Wilson | October 31, 2018 at 11:50 pm

I loved it when you pointed out that a signage will continue to advertise he business 24/7, and the person will not have to spend money on anything aside from the initial costs. This type of advertisement is perfect if the business is just starting and trying to save money. I will mention this to my brother for when he starts the business that he has been meaning to start since three years ago. After all, since he is a newbie, he would want to save as much money as possible.

 **Reply**



Prince Arora | March 6, 2019 at 6:01 am

The blogs are really appreciable and one can trust the knowledge and information provided in the writing. The article you do produce on a weekly base really the best. I have found a similar website visit the site to know more about sinking.

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