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Signage for  
Your Store

## Importance of the Retail Signage for Your Store

How important is the signage for a retail establishment? Consider the findings of recent market surveys conducted by a business marketing solutions outfit on the value of retail signs as well as their impact on consumers in certain areas of the United States. According to these studies, around 75 percent of respondents or eight out of 10 were encouraged to visit stores because of the signage. 68 percent admitted the signage of a certain shop indicates the quality of its merchandise.

On the other hand, almost 60 percent of those asked said the absence of signage prevents them from going inside stores. Meanwhile, 60 percent of business establishments declared their transactions, sales and profits (average of 10 percent) increased following the decision to make changes regarding signage visibility.

38 percent of big companies with more than one location consider branding as the most essential goal of effective signposts. The signage ensures continuous advertising for retailers and work 24/7. It is said to be the most cost-efficient medium for retail enterprises.

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## #1.Exterior and Interior Signs -----

Storeowners make use of innovative visual graphics to communicate important information about their trademark and products to target customers. These signs differ in form and dimensions depending on locations and markets. Yet, the purpose is common whether it is a massive billboard or artistic banner. The signage is designed to drive foot traffic to your store. It is the very first impression that consumers get about a particular outlet and one of the most valuable tools for businesses in this industry.

The exterior signage is possibly the most vital in physical retail. It gets potential patrons through the door of your shop. Customers will surely not be impressed with signs that have busted bulbs, misspelled headlines, peeled-off paint, and dull colors. A very conspicuous storefront that looks refreshing and neat will definitely draw in more people. The retail space represents your brand. Hence, the store signage should be 100 percent perfect to get the desired number of people in a given day.

Interior signs have a more specific purpose and that is to convince people to buy products from your store. This signage should build more focus. The meaningful sign is directed towards customers and guide them to where goods are displayed or may have been missed by shoppers. Indoor signs highlight sale items or special offers. Retailers should therefore be more artistic in crafting these signposts. According to many retail executives, a point of purchase sign must be able to influence at least 85 percent of purchases in retail establishments.

The signage can be compared to a sales representative. The only difference is the sign does not do any talking. It tries to convince the customer through the contents and designs. External signs try to charm people and help them differentiate your outlet from other similar shops within the vicinity. On the other hand, interior signs guide shoppers to where goods are placed. These tools can cause impulse sales if combined with exclusive displays. In other words, signs are major links between the business and its clients.

Outdoor signs can be mounted on buildings and robust structures or set upon the ground. Signage standing on the floor can have different measurements and shapes. Most of the time, these are positioned near busy thoroughfares to draw the interest of passing commuters and motorists. Signs installed on buildings are useful in places where there is plenty of foot traffic like shopping hubs.

## #2. Advertising your Retail Business -----

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Retail advertising starts with branding, formulation of effective strategies, message development, and signage production. Customers must be able to recall your signage and relate it to a particular business or merchandise. Shoppers will most likely buy after remembering and recognizing the name. The use of visibility tools help businesses grow and possibly increase sales by almost 30 percent.

The signage presents to customers what the business offers. Creative messaging enables you to gain the upper hand in an industry where competition is known as “dog eat dog” or fierce and ruthless. Of course, the fundamental rule for store owners is to be clear with their messages.

A plethora of information is usually ignored. You need to transmit the entire theme in five seconds or even less. At the same time, it is necessary to be specific and consistent. Target the right market at the precise time. Use headlines and taglines consistently. Last but not least you have to compel prospective customers to purchase. This is the Call to Action part of the signage.

### #3. Significance of Retail Signage .....

The retail banner, billboard or store sign is a vital element of the retail enterprise’s general marketing campaign. The signage with the business logo helps boost the trade name. It underscores seasonal promos and passes on information regarding the business, brand, service, or commodity. The effects are sustained since exterior signs are seen 24 hours daily, seven days weekly and 365 days a year.

Likewise, signs are also found effective in off-location use. The billboard positioned in a strategic location is capable of communicating brief messages to passing motorists. You may also install magnetic signs on both sides of motor vehicles which is a platform of mobile advertising. It is good if you want to promote your business in far-off communities.

The signage is an economical marketing instrument particularly for businesses with inadequate financial resources. In fact, the cost per thousand is significantly lower compared to other forms of traditional advertising which include newspapers, television and radio. Cost per thousand is a popular technique in measuring costs to reach 1,000 prospective customers. With all these in your arsenal, it will be a lot easier to publicize a new or problematic retail outlet.

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