

# Signs, Signs...

## Everywhere are Signs: **RETAIL MARKETING**



In the signage and graphics industry, retail stores are the most common market area, with more than three-fourths of today's

businesses serving customers.

As a retailer, you know how important it is to maximize the impact of your product presentation. It starts outside with attractive, eye-catching signage to call attention and draw traffic to our location. But it's inside your business that almost three-quarters of shoppers make their decision to buy, according to customer behavior studies. To maximize profit, consider the following:

### Did you know?

- As a customer walks in, you have three seconds to let them know what they will find inside.
- You can improve the visibility of your signage by improving the display lighting inside, and by using light colors in your windows.
- POP is best created and designed based on the way customers purchase a certain product.

### Quality

You don't have to spend big bucks to get signs that look professional. Professional signage will attract the customer, provide the right amount of information and invite the customer to enter your store and purchase your product. Unprofessional signage is confusing and will send your customers the wrong message about your store and product offerings.

### Business identification

Make sure your company identity is clearly relayed in all signage. Your message should be consistent and clear throughout all of the graphics in your location. Avoid clutter and keep your message and design simple.

### In-store materials

Timely point-of-purchase (POP) signage can help steer customers toward your most profitable inventory and drive impulse purchases. But remember to avoid the disorder — one main image, a headline and a few bullet points are all you need on an informational sign. On the other hand, if a customer is going to spend more time looking at the sign, more information can be included. For example, a sign near your cash register, where your customer will be waiting for a transaction to be processed, can provide details of a contest or return policy.

### Placement

Make sure signage is not in the way of customers getting from point A to point B. Make sure signs don't block traffic flow, displays or the view of the interior of your store. When you place your signs, double check how they look from the customer's point of view and ask yourself if this is where you would shop. Reposition your signage if necessary.

Signs Now will provide graphics solutions to serve all of your signage needs — interior or exterior, big or small — with a personal touch. Call us today for a complimentary site evaluation!

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