

One thing your business cannot do without — yet is often overlooked.

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Drop me in any town that I have not visited before and I can tell you which businesses are thriving in the community they serve by looking at one simple thing – 9 times out of 10 guaranteed! Sound presumptuous? After 20+ years of marketing and advertising for a plethora of clients, one constant among the businesses that succeeded and are thriving is rather obvious, however often over looked. Read on...

This marketing jewel has one great advantage over all other marketing genius and advertising campaigns. It is usually the first thing to go up at a new gym / school and often the one item given less importance over equipment and amenities. Surprised — It's your on-premise sign!

3 Things Your Business Must Have to Survive & Thrive:

If you want to stay in business, grow your business and build a legacy in your industry – you must have a strong storefront image. People who drive your street everyday know someone who is related to, or is friends with someone who has kids who are into the sport your gym/school specializes in. It may surprise you that those same people who see your signage talk to other people, and as a result, know three things about your business — *what you do, what your name is and where your business is located* from your sign.

Your Impressions: Have you ever wondered what the traffic count is on your street? If you don't know, I encourage you to contact your local DOT office and request a TDC – *Traffic Data Collection* report. The number of people who see your signage and the impressions (visual marketing) that your signage is impacting to the drive-by-public should be important to you.

On-Premise Sign Cost vs. Impact of Other Media:

In general, most marketing books, as well as, advertising firms tell you that your annual advertising budget should be 10–12 percent of your gross profit. (For more on calculating an advertising budget see iClassPro Tip *Configuring Advertising Budgets*.) That said, I do not know many businesses that figure their signage into their annual market plan. Signage should be the number one medium to consider if your just starting out or been in business for years. Furthermore, the best thing about signage cost verse other ad media is that it is the number one media for consumer recognition and response. (See Fig. A)

Message Centers: Upgrading your on-premise signs with zip-change letters, electronic text integration or LCD – all capture more customers. Some testimonials from customers who added them claim an increase in sales of 50%.¹ Check your city sign ordinance or check available opportunities. Another great way to tell people more is to add your web address to your sign. Statistics show more people seek out a business through the web before making a decision to connect and commit to a purchase. Web site presence is the second best media impression vs. cost.

More Bang: Upgrading or enhancing your on-premise sign and grounds (including your curb appeal) is a once installed and paid for item. Furthermore, this investment works 24/7 without a reoccurring expense. It's on par with your web site presence as far as a must have – but that's another business tip.

Evaluate: Does your on-premise sign need a face-lift? Are your colors faded, fonts hard to read, trees or shrubs blocking the view? Don't under estimate the power of your on-premise sign has on your bottom line. In the grand scheme of things it should not be overlooked. So take a fresh look and put your signage on the road to success instead of settling for a have-to installation that's white noise among the strip.



Advertising during a slow economy creates a competitive advantage. No other form of advertising comes close to matching the efficiency and cost-effectiveness, dollar for dollar, of the on-premise sign.

¹ See stricklersigns.com