

COMMENTS FROM THE PROS... A SYNOPSIS THAT MAKES SENSE!!

The recession has made people rethink how and where they spend their money. As a business owner, you may have wondered not only *how* you would keep your business in good financial standings, but also how you might *grow* your business with a smaller-than-usual advertising budget. So, how can YOU promote your business without spending a ton of money? The answer is simple; in fact it may be right in front of you, on your way to work...

Street-side signs are one the leading forms of advertising today. Traditionally referred to as "OUTDOOR ADVERTISING" these street side signs are VERY popular in today's economy. Why in so much demand in the recession? Well its demand is BECAUSE of the recession; it remains one of the only *affordable* forms of highly targeted advertising available to small businesses.

We may be living in a technologically-obsessed, online environment most of the time, but outdoor print advertising plays a key role in creating awareness and reminding CORE potential clients that the advertiser exists!!!

Despite the novelty of new media, outdoor advertising is proliferating, according to the OAAA (Outdoor Advertising Association of America), and has proven, consistently, to be an effective medium of communication. Take a moment, to read and understand, and the reasons become abundantly clear...

So why is Outdoor Advertising is so popular in today's economic environment?

1. **It's cost-effective:** outdoor advertising doesn't carry the heavy price tag of other forms of advertising such as TV and radio commercials. But like TV and radio commercials, outdoor advertising can also reach a target market and a mass audience in very little time. This is simply because of its size and placement, the closer in proximity the sign and the more passer-by traffic, the more exposure the sign has. More exposure = more bang for your buck!
2. **It's a constant visual reminder for potential clients:** outdoor signs cannot be turned off or ignored; it exists in your very environment and creates CONSTANT and CONSISTENT business awareness. Your sign markets to a captive audience that has no choice but to see and listen to, your message. Your message is not confined by a medium that can be switched off, but it exists 24/7 and is absorbed by your target audience, mostly, without them even knowing it. The next time they need a product or service that you

provide, the first business they'll think of is you, because you are the most FREQUENTLY seen and thus most recognized and assumedly, the most reputable!

3. **It's geographically strategic:** outdoor advertising is unique in the sense that it has the ability to trigger immediate responses from audiences so long as the advertising is within the vicinity of the business. In other words, it points the consumer to the place-of-purchase and warrants a quick consumer decision. Moreover, by having an outdoor advertisement close to your business, you ensure a quick turnaround in recognition of your business and then of a customer purchase.
4. **It's simple to employ:** outdoor signs are an extremely efficient type of messaging to use. The sign panel is not technologically-bound to complications or tied to multiple processes. Outdoor signs are simplistic in their make-up; they require only a simple layout created by a graphic designer and within no time a sign is printed and displayed!
5. **It's eye-catching:** outdoor signs call attention to themselves by being in unexpected places – “We create sign spaces where none existed before” (EMC Outdoor). An unexpected outdoor sign creates shock-value and this increases the likelihood of your audience remembering your sign... not just for what message is conveyed but how cleverly it was conveyed! Signs in unexpected places permeate the consumer mind using surprise and creativity and interesting content. Remember, content is interesting to those looking for the product or service.

Ultimately, the small business person has to find the best way to spend their “business gathering” dollar. Signs are inexpensive, straightforward and accomplish the most basic “business gathering” tasks... put the business name in front of potential clients... who live and work in the area... who use the business services offered... ALL DAY... EVERY DAY!!!