

Signs And The Small Business

Signs Provide Marketplace Entry

Clearly, the chains, corporations and franchises that utilize these powerful forms of signage, tied into national advertising campaigns, have a tremendous advantage. How can "Mom and Pop"; compete with such an advantage? What will grant the small business owner entry to the American marketplace?

The answer is simple: The on-premise sign. It is the least expensive, most effective form of advertising available to the small business. In its most basic form, it has been shown to be responsible for bringing in as many as half of all new customers, though 25% is more likely to be the case. When it is designed as part of an overall site motif and tied in with other forms of advertising, its benefits to the bottom line can be even more substantial.

Signs open the doors of a community to all and allow all to participate in the economic activity going on there. Half of all first time customers will stop because they saw the on-premise sign. The sign allows any American who wants to open a business, no matter who they are, to effectively compete with a wealthy or well-connected business owner. Furthermore, the sign tells everyone who sees it that they are welcome to come inside and conduct a business transaction.