

# Level Up Your Retail Marketing Game

Using signage to score points in the brand visibility arena is one thing – but what if you could build on that to up your overall marketing game? Follow these steps and you'll be well on your way to victory in the minds of your customers!



## LEVEL 1: Maintain your signs.

About 79 percent of consumers reported they believe signs reflect the quality of a business, so if your signs look worn-out, you may not be giving the best impression. In addition, more than three-quarters of respondents said they've visited a store simply because the signage was attractive!<sup>1</sup>



## LEVEL 2: Grow your socials.

Nearly half of shoppers (44 percent) said that social media impacts their purchasing decisions.<sup>2</sup> Carve out a little bit of time each week to engage with your audience on socials, or even offer special offers online that can only be redeemed in-store to encourage more foot traffic. Also, make sure your in-store signs and graphics also include mentions of your socials (or, better yet, a QR code that links directly to them) so your customers can keep up with you online!



## LEVEL 3: Consider a digital display.

Digital displays capture about 400 percent more views than static displays,<sup>3</sup> largely due to how you can add dynamic motion to your messaging through clever programming. You can also use small digital displays in-store in addition to any exterior signage; more than 40 percent of shoppers said that such in-store displays can change what they buy, because information is being served closer to the point of purchase.<sup>2</sup>



## Level 4: Keep an eye on your design,

no matter the surface. Utilizing all surfaces – whether up, down, left or right – helps ensure your messaging is seen. Ceiling banners and floor graphics are both unique ways to help promote your products and guide foot traffic throughout your space. You also want to make sure all signs are easy to read; more than 83 percent of customers said that text is essential for good signage!<sup>1</sup>



## BONUS STAGE: Consistency is key!

Your branding should carry throughout your entire building to help reinforce your image and uphold your standards. But that's easier said than done – it can often be challenging to keep everything cohesive and unified.

Fortunately, we're here to help you score more points with your audience by ensuring all your signs, graphics and displays are in line with your branding, no matter where they are.

**Contact us to see how you can keep leveling up your marketing!**

<sup>1</sup>Source: Custom Neon, Business Sign Statistics <https://customneon.com/10-business-signage-statistics>

<sup>2</sup>Source: Screen Cloud, Digital Signage <https://screencloud.com/digital-signage/statistics-trends>

<sup>3</sup>Source: Databeat, <https://www.databeat.net/databeatblog/15-surprising-statistics-about-digital-signage>



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