

SIGNAGE

YOUR SECRET WEAPON FOR BUSINESS SUCCESS

Have you ever wondered what value your sign is to your business? Or have you thought it isn't that important?

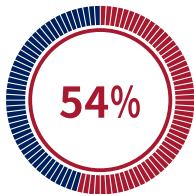
www.federalheath.com



Have you ever wondered what value your sign is to your business? Or have you thought it isn't that important?

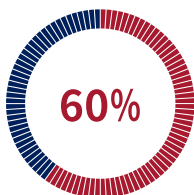
Value

In the competitive world of business, every little detail counts – your signage is no different. Think about it: if customers can't find you because your sign is too small, unclear, or poorly designed, you lose valuable business. In fact, a startling 54% of American consumers have passed by businesses simply because their signs weren't up to par. Can you afford to miss that opportunity?



of American Consumers failed to find a business because the sign was too small or unclear*.

But here's the exciting part: investing in on-premise signage isn't just a nice addition to your business; it's a game-changer. Imagine this: a staggering 60% of businesses have experienced a sales surge of 10% or more simply by revamping their signs. This isn't a stroke of luck; it's a proven strategy for boosting your bottom line.



of businesses reported average sales increases of 10% or more by adding or updating their signs*.

Business owners, it's time to recognize the true power of on-premise signage. It's not just a tool; it's a key to unlocking higher sales, increased visibility, and surpassing your competition. A captivating sign isn't a luxury – it's necessary for propelling your business forward and achieving the success you've always dreamed of. The process is more straightforward than you might think. From the initial design to the final installation, our team will guide you every step of the way. Don't let your competitors steal the spotlight – take the stage with a standout sign and witness your business soar to new heights.



Business Influence

The quality of a store's sign is not just about aesthetics but an indicator of the overall quality of the store and its products, according to 34% of shoppers*. 29% of shoppers base their store choices on the information communicated by store signs*. The features of a sign, such as lighting, size, and design elements, can significantly impact a business by increasing sales and even leading to additional employment opportunities. The number and placement of signs also impact customers, influencing customer satisfaction and shopping costs and ultimately driving more purchases from local retailers than online shopping. Moreover, message centers and business signs have a broader impact on communities, contributing to increased tax revenue and fostering more robust commercial sales. Understanding the site context and signage characteristics can further strengthen the impact on communities by driving economic growth and increasing commercial activity.

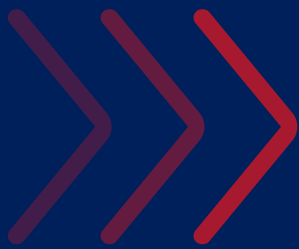




Tips for Sign Success



- 1** Keep it simple: Avoid overcrowding your sign with too much information. A clean and clear design will make your message more impactful.
- 2** Be visible: Ensure your sign is easily readable from a distance and stands out against its background to attract attention.
- 3** Choose the right location: To maximize visibility, place your signs where they can be easily seen by passing traffic and pedestrians.
- 4** Consider lighting: Illuminated signs can attract attention day and night, making them a valuable investment for visibility.
- 5** Maintain consistency: Ensure your signage aligns with your brand identity in terms of colors, fonts, and messaging for a cohesive look.
- 6** Keep it updated: Regularly update your signs to reflect changes in products, promotions, or branding for a fresh and relevant appearance.
- 7** Use high-quality materials: Invest in durable materials that can withstand weather conditions and maintain their appearance over time.
- 8** Think about placement: Position signs strategically to guide customers to key areas such as entrances, exits, or special offers.
- 9** Be informative: Your sign should contain essential information, such as your business name, contact details, and key messages, to inform customers.
- 10** Consult with a signage professional like Federal Heath to create impactful and effective signage tailored to your business needs.



WHAT'S NEXT?

Feeling overwhelmed about where to start with your signage strategy? Don't worry. Let Federal Heath be your beacon, guiding you every step of the way. Our experienced team is ready to assist you in creating a sign that will elevate your business and draw customers to your location. Reach out to us today, and let's transform your signage aspirations into a profitable reality that will stand the test of time.

www.federalheath.com