



Sealy Signs – Bringing your Brand Ideas to Life

7 Actionable Shop Sign Strategies That Will Generate More Foot Traffic Today!

Tactic #1 - Use These Simple Tactics to Increase Sales from Your Impulse Buyers!

Are you appealing to the needs of your impulse buyers?

The purpose of your store front signage is to reach out to your customers and pull them into your store.

Whilst some stores are better suited to the urges of an impulse buyer, just about any store can employ strategies and techniques that will attract more of these types of customers.

Action: Try these quick tips to target and increase your Impulse buyers:

- Offer a discount; an offer they can't refuse.
- On a hot day, are you offering them a nice cool break, with an ice cold, thirst crushing Cola.
- Try an upsell, buy a burger and get your chips and drink for a few dollars more.
- A Buy One, Get One offer, you buy one of these, and you get one of these at half price?
- Make your sign simple and easy to read, you probably only have 5 – 7 seconds...
- Make your keywords bold and stand out.
- The colours Red, Orange, black and Royal Blue work better to attract impulse buyers.

Tactic #2 - Use These Words to Instantly Increase Sales!

Action: Check to see if your sign is the most effective that it can be:

- Is your sign speaking directly to your customer?

- Is your sign using words that are relevant to your customers?
- Is your sign using the on-sale or urgency trigger action words?

Tactic #3 - Use Decorative Accessories to Draw Attention

You want to get heads turning?

You'll have to be creative, but don't worry it's not as hard as it may seem.

Action: Check to see if your sign is drawing attention:

- Does your sign catch your eye?
- Does it draw your attention?
- Would it stick in your customer's memory?
- Does it relate to your business?
- Does it help you to sell more stuff...?

Tactic #4 - Get Your Customers Talking by Using These Tactics

People love to share stories,

Your sign could be one of them...

Action: What simple changes can you make to get people talking about your products?

- Can your sign be made more colourful, exciting or more interesting?
- Does your sign capture the imagination of your customers?
- Does your sign use the right words or images to paint a picture in your customer's mind?
- Does your sign make your products come to life?

Tactic #5 - Add A Touch of Magic to Your Shop Front Door!

Want more people walking into to your store?

then make your store more inviting...

Action: Spice up your shop front door:

- Grab a welcome mat for your shopfront door?

- Consider a catchy message or offer for the floor outside your front door or shop?
- Try opening your door more often and see if more people walk in?
- Tidy up the front door with a new lick of paint, some planters and a nice new mat?

Tactic #6 - Use Your Signage to Target Both New & Regular Customers!

You might not realize this;

But most of your customers live or work within an 8 – 10 kilometre radius of your business.

Not only that;

Action - Check to see if your sign meets the following criteria:

- Does your sign appeal to new customers?
- Is your brand recognizable and clearly displayed?
- Does your sign encourage, entice and invite new customers to purchase from your store?

Tactic #7 - If You're Not Using the Right Colours, You Probably Losing Customers!

The most important aspect of colour design with your sign is;

Contrast...

The contrast between the foreground and the background is vitally important.

Action - Check the colours of your sign to see it stacks up:

- Check to see if your sign is clear and visible from a distance?
- Is your sign easy to read from distance?
- Does your sign stand out from all the other signs around your shop?
- Are the letters on your signage the right size?
- Does your sign display content that is legible?

Tactic #8 - Make Your Sign Sparkle to Create an Awesome First Impression!

A fresh looking sign says a lot about the people that run the business...

Action - Check your signage for wear and tear:

- Does your signage require a fresh coat of paint?
- Is your sign clean, and free of cobwebs?
- Are the letters peeling or falling off?
- Is the frame of your sign in good working condition?

Tactic #9 - Get a Sidewalk Sign

Action - Grab the attention of everyone that walks past your store:

- Can you include a "Headline Text"?
- Do you have a sidewalk sign outside your store?
- Can you try adding a touch of humour?

Tactic #10 - Include Social Media and Get Your Business Working 24 x 7!

A great way to grow your business is to;

Have your social media details clearly displayed on your signage.

Action - Check to see if your sign is encouraging customers to find you on social media sites:

- Does your store tell your customers where to find you on social media sites?
- Does your signage encourage your customers to find you online?
- Are your social media sites speaking to your new and existing customers?

Tactic #11 - Put Your Sign Where More People Will See It!

Where's the best place to put your sign?

Action: Work out the following:

- How long will your customer have to read your sign, make a note of the time.

- Does your store get a lot of foot traffic?
- Does your store get a road traffic?
- Do you have a prominent area that's not being used at all?
- Where is your sign going to go?

Tactic #12 - How to Ensure Your Sign Is Easy to Read by Using the Best Font!

The best font to use on your signage is;

One that reads quickly...

Action: Check to see if your sign is easy to read:

- Is your sign easy to read from a distance?
- Is your sign using high contrast colours?
- Does your sign have too many words?
- Is your sign using a more popular font?

Tactic #13 - Using Signage to Build Your Brand!

Does your customer know when you are Open for Business?

Does your store signage display the following details?

- Your trading or business name.
- Your contact details.
- Your website address.
- Your Logo.
- Your Social Media details.

Action: Does Your Sign Help to Build & Grow Your Brand?

- Are there any typo's in your sign?
- Do you have your logo clearly displayed?
- Are all your store & business details on display in your signage?
- Is your slogan on display in your store signage?

Tactic #14 - Use This Secret Technique to Test Your Sign...

Headlines are usually associated with newspapers and magazines, but there's no reason why you can't use the same technique to help designing your new sign.

You can access this online tool by [Clicking Here](#).

Action: Improve your Signage Headline Effectiveness:

- Enter the words or headline from your sign into this testing tool.
- Try adding power words to improve on your score.

Tactic #15 - Light It Up...

Illumination can have a huge impact to the appearance and effectiveness of your sign...

Action: Can you be seen day and night?

- Is your signage visible during the night?
- Would an LED light in your shop window improve the marketing of your products or services?
- If your business is trading after hours, is your signage easy to see at night?
- Is there an important piece of information that you would like to illuminate, such as a special offer or pricing?

Tactic #16 - Keep It Simple... and You'll Convert More Customers!

There are many benefits to keeping things simple...

Action: Is your signage simple:

- Is your signage too complex?
- Are there more than the recommend 5 - 9 pieces of information on your sign?
- Is your brand well represented in your signage design?
- Does your signage include the most important elements about your product, service and brand?

Tactic #17 - Learn from The Experts - These Companies Spend Millions on Their Ads...

Action: Get Some Fresh Ideas:

- Type into Google a relevant keyword for your business.
- Check the Ad listing for new product descriptions.
- Try adding extension keywords such as best, cheap, on-sale.



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