

Getting the Most Out of Your Advertising Budget

Advertising is just one line item on your budget. As a good business manager, you want to get the greatest “bang for your buck” with every dollar that you spend. Investing in High Impact vehicle graphics, building signage, banners, and other display products gives you a great return on those dollars! Unlike media advertising that requires multiple purchases for long-term visibility, a one-time expenditure on graphics can give you years of visibility.

Having a great business image and keeping it in front of current and potential customers will increase your sales and constantly remind current customers of the great job you did for them on their last order.

Following are a few ideas to consider when planning the graphics investment for your business:

Define your needs:

- Know what you want to accomplish
 - Build brand/name recognition or leverage national branding?
 - Inform potential customers of a new product/service?
 - Make it easy for your customers to find you?
 - Remind existing customers about your products/services?

- Define how you intend to attract potential customers
 - Backhoe vs. landscape – If you want to attract people interested in backhoes, use that image to draw their attention. If you want to attract people interested in beautiful landscaping, use an image of one of your best projects to draw their attention.
 - Appeal to emotions, memories, goals.
 - Repetition and reinforcement. The more often people see your business name and logo, the more likely they are to think of you when they need the product or service that you offer.

Exterior Signs

- Make them readable – some fonts and colors that look great up close are unreadable at 40 mph. (See our sizing recommendations for specific letter size to viewing distance ratios.)

- Keep it simple. People don't have time to read a book while they're driving down the road.
- Make sure that your sign is manufactured with materials that hold up to the extremes of Colorado weather with minimal maintenance. The only thing worse than no sign is a sign that's falling apart – that's very bad reflection on your business.

Interior/POP/Trade Show Signs & Banners

- Use visuals that will attract your customer – stand out in the crowd with color, appealing or unique images, movement, and well recognized brands/logos.
- Use words sparingly, just enough to peak their interest – you can give people your story after you have their attention.
- Save money by thinking about what information needs to be permanent vs. what information changes as you move from one show to another. For example, you might want a banner for an annual event that uses the same images and text each year but has a different date every year. We can produce products that allow you to reuse a banner and easy change dates as needed.
- Think about setup and teardown when selecting your displays. Weight of the display, how compactly it can be packed for moving and storage, and ease of setup are all important considerations. With literally hundreds of display options available, make sure you get a product that's right for you.

Vehicle Graphics

- This is a very affordable, **highly effective** way of building and maintaining name/brand recognition and selling your business.
- You have a captive audience when sitting in traffic. Why not make your vehicle a travelling billboard?
- Decide if you want permanently attached graphics or removable graphics?
- Do you have a picture that could be used to attract attention on the road and showcase your best work?