

## Serve Up The Wow Factor With Your Exterior Signage

**On-premise signage is a lot like your company website FAQ or About pages:** it plays a small but vital role in brand recognition and lead generation. Yet, once in place, signage can be easily forgotten. One way to freshen up your marketing efforts is to replace weathered and faded exterior signs, as well as interior ones touting an old logo or message. A well-designed sign with the right font, colors and graphics can attract the attention of more potential customers and make for a more lasting impression of your company.

**Sign technology has come a long way.** Whether you select a free-standing sign, lettering applied to the exterior of your building, or graphics on your front window, numerous options are available to match your company's personality and budget. Some sign options, such as posters and banners, are so affordable you can change them frequently to align with your current marketing campaigns.

**Signage should always be considered when developing an integrated marketing campaign** for your products. If your prospects and customers are receiving an offer or being introduced to a new product through direct mail, email, or via your website using a new creative campaign, that same creative and messaging should be developed for the exterior or interior of your business. This is a great way to upsell that new product to existing customers. Temporary magnetic signs on delivery vehicles are another way to communicate the offer.

**It's really all about visual communications—** the art of using pictures, graphics, charts and signs to communicate information. Visual communication gives us perspective to help us learn, understand and retain information. **So, if you want your company to be seen and heard, use signs!**

To discuss signage solutions for your business, talk to the sign experts at PIP.  
**Contact us at [pip.com](http://pip.com).**