

STOREFRONT SIGNAGE

THE ECONOMIC BENEFITS OF QUALITY BUSINESS SIGNAGE

According to surveys by Fed Ex and the University of Cincinnati:

- Roughly 60% of businesses reported that changing the design or enhancing the visibility of their signage had a positive impact on sales, number of transactions and profits, with an average increase of about 10%.
- Nearly 76% of consumers (8 in 10) said that they had entered a store or business they had never visited before based simply on its signs.
- Nearly 75% indicated that they had told others about a business simply based on its signage.
- About 68% of consumers believe that a business' signage reflects the quality of its products or services.
- About 67% of the consumers surveyed said they had purchased a product or service because a sign caught their eye.
- Nearly 60% of consumers said that the absence of signs deters them from entering a store or business.
- Over 50% of survey respondents indicated that poor signage (e.g., poor quality, misspelled words) deters them from entering a place of business.

From Shopify.com:

- Consider signs your silent but highest-selling salespeople.
- Outdoor signage is arguably the most important kind in physical retail because it's what gets customers in the door — the largest hurdle to beginning a relationship with a potential customer. Exterior signage is the first impression customers have of your business.