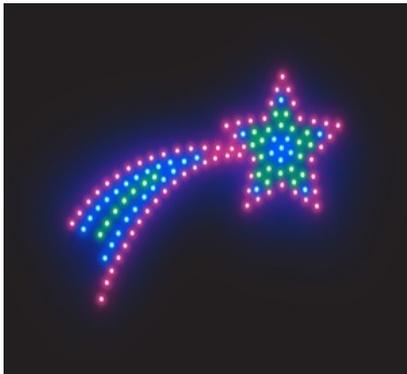


LED Sign Boards: The 'Pole Star' of Small Biz

Written by Ambika Indira

Wednesday, 04 August 2010 16:43 -



After setting up a venture, the hardest step is getting some customers inside the store. If you can get them inside the door, you may be able to turn them into a long term customer. But getting the customer's attention and persuading into your store is very difficult. But astonishingly, LED signs can do this trick!

Yes, I am talking about using LED open sign to advertise your small business. Outdoor LED signs that are bright, colorful, and cost effective, is revolutionising the way small businesses promote their business. These signs can speak to your most valuable customers directly and accurately. Because it appears at the store front, interested audiences can instantly walk into your establishment and take up on your offer. If used correctly, LED signs can draw that walk-by traffic by visually letting them know that your store is open for business.

An LED open sign, a form of out-of-home advertising in which content and messages are displayed on digital signs with a common goal of delivering targeted messages to specific locations at specific times, are bright, colorful, and cost effective. Instead of just telling people that you are open or closed, they can be used to remind people that your business has what they need. To capitalise on people's tendency to look at and notice things that are moving, you can also go for animated signs. Programmable LED open sign are also available. Neon LED signs can also be used to help the viewers see your business from very far distance and at any angle.

LED signs suit small business with even smaller advertising budget, since it helps them save a lot of money on advertising. Time and money are priceless and these long lasting LED signs will actually help your small business save both your precious assets-money and time. Neon and LED lights once fixed will last for a long time. If you have LED signs placed at strategic location you really don't have to wasting your precious money and time on running frequent Ad campaigns. You can actually get your target audience into your store every time they see your business on the LED signs. The popularity of LED signs is increasing because they are

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customised, inexpensive and hit on the target audience directly.

The advantages of LED signs are many. They are cost effective, economical and consume low energy. Hard to break, they are durable and more than anything they can bring customers to your business resulting in an increase in sales and hence profits. In short it enhances the competitive edge. Unlike outdoor billboard LED signs can be programmed and installed easily. They are also very environment-friendly. Its long lastingness, quality, and value for money make it the best choice for advertising in today's tough economic times.