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2013 - The year your brand goes digital! An investment that can increase your business dramatically

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As we turn the corner into 2013, business owners just might find an investment in digital signage is the growth tool they've been looking for. As a business owner, you already know how important it is to communicate to your target audience. Through advertising and signage you promote your products and services in an effort to raise awareness and drive traffic to your location. So why are so many business owners putting digital signage to work to build their brand?

It's simple, digital signage works. With an electronic message center (EMC), you're in control of your advertising. You can change your message as often as you want, select your exact target market, and direct your message to your audience at any given time. EMCs allow you to create eye-catching messages that can be tailored on a moment's notice to draw in the exact customer you want to reach. You have the ability to directly communicate to your target consumer so when they are ready to buy, you are top of mind. In fact, case studies from a cross section of various businesses and markets throughout the country have shown that EMCs frequently result in same store sales revenue increasing by 10% or more. You can leverage the impact of your electronic advertising campaign by featuring your imagery in your social media campaign.

Although there has been some concern that EMCs could potentially distract passing drivers, a recent study conducted by Texas A&M University in conjunction with the Signage Foundation, Inc. found there to be no direct impact of on-premise EMCs on traffic safety. This comprehensive and scientifically based research identified a total of 135 sign locations which were evaluated using a before-after statistical analysis to determine if on-premise signs impact the safety of drivers. The complete study can be found at www.thesignagefoundation.org. The International Sign Association (ISA) is currently working to educate local officials all over the country in order to help draft reasonable and beneficial sign codes, and allow more business owners to take advantage of the benefits of digital signage.

The new state-approved regulations in Massachusetts, implemented in early December 2012, authorize the installation of digital billboards on state highways. This new regulation follows a three-year pilot program that tested the digital signs in selected areas and showed they created no safety hazards for motorists. Several other states allow digital billboards and have proven to be beneficial for promoting public service announcements in addition to commercial products and services.

So you're ready to upgrade to digital signage, but what's the next step? Before you buy an EMC, we recommend doing some homework. First off, know who you are really buying from. The safest bet is to buy from a well-known, experienced sign manufacturer who understands the municipal and zoning codes for your area, the various technologies available, and can recommend the best solution for your budget. Next you'll want to know what kind of warranty they offer and if they have a

dedicated service department. We understand that low prices are hard to resist, but you'll often pay more in the long run - whether it is through consuming more electricity, hidden installation and setup costs, paying for more service calls, or having to buy a whole new sign sooner than planned.

Poyant is the first and only sign manufacturer in New England to become a certified Service Partner of Watchfire Signs, a leading U.S.-based manufacturer of high quality and high resolution EMCs using cutting edge technology to provide dynamic displays communicating in an outdoor environment. With this certification, we can provide more efficient service for our customers. Our certified EMC technicians are able to back up and support our extensive EMC customer base throughout the New England region. Our team is also supported by Poyant's Sign Service Fleet, the largest of its kind in New England, allowing us to provide faster turn-around time for our customers. We offer an exclusive 5 Year Warranty Program on both Monochrome and Full Color Electronic Message Centers.

Let's make 2013 the year for digital signage! It's an investment that can increase your business dramatically and efficiently by allowing you to get your message out as soon as you have something to say. Upgrading to digital signage will give you the flexibility to change your message as circumstances arise which is a huge advantage over other forms of advertising. On-premise signage has already shown through years of research to be the most cost effective form of advertising. Enhancing your brand with a full color, high resolution EMC leverages your advertising dollars to the fullest.

Richard Poyant is the president of Poyant Signs, New Bedford, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540