

Marquee Madness

By David DeCantillon

Marquee Madness

David DeCantillon
ddpromo1@powerofmarketing.com

The Power Of Marketing <http://www.powerofmarketing.com>

Marquee Madness

Next time you go into town, take a good look at the marquees on top of buildings and in front of businesses. How many are not being used or do not have any writing on them? How many look old and broken down (i.e., missing letters, cracked, dirty, lights not working, falling apart, etc.)? How many have two or three words on them? You'd be surprised at the high number inadequate marquees are out there, all trying to get YOUR business.

Did you know a freestanding marquee starts at \$500? Logo marquees, like McDonalds, Dominos, Burger King, etc., range from \$7,000 to \$25,000. Now if you're going to spend that amount of money on a sign (that incidentally, is your first impression to the customer), don't you think it should look practically new and maintained daily?

I can't tell you the number of times I would drive by a brand name business or mom and pop shop and see a ragged piece of sign! Colors are fading in the sun (this also goes for awnings too); letters out of place/crooked/hanging/missing, bulbs are busted, frames are rusting, and stains are highly visible.

A business sign is the customers' first impression! What are these people thinking? Do they care if they get customers? Do they think they have too many customers already?

You know what that business says to me? It says, 'I could care less about getting your business because as you can see, I don't have time to meet your needs! I'm not organized to manage my business and it doesn't matter to me if you think I'm a slob, because I have enough business, I don't need yours!' Yeah, well so they think. Wait until their customers are treated like they treat their sign!

This leads me to my next point: It's All About The Offer! Have you seen the nice cutesy signs (that cost them up to \$25,000), just to say, 'You deserve a break today.' Or 'Take time to relax.' or some old Chinese proverb? I just saw this sign today. It said, "Liver & Gizzards" that's it! Does this billion dollar chicken restaurant expect me to slam on the brakes, pull off the road for fried chicken guts? Is there a high percentage of people that eat that stuff? At least display something that 97% of the hungry population want to eat.

Why do these business owners say they have something new and leave the rest of the sign blank? Wasted Space! Make me an offer me to get me in the door! Here's an idea, why don't say, 'You deserve a break today, Buy One Get One Free!' or 'Come In Now And Get 50% Off Merchandise!'

or 'New chicken sandwich is here...only \$2.99!'

I don't care what your business is, you need customers to stay alive! How do you get customers to stop in immediately? Display special offers to draw them in. If you're like most people, you're an impulsive buyer, meaning you don't plan to buy something. The offer has to be so delicious you get resist the temptation to stop and look!

In Summary You Must Remember:

1) Your marquee is telling the public what type of business you are running and how good you maintain it. So, please, fix up your marquees, billboards, awnings and other signage around your place of business and put forth your best impression! Stay on top of them!

2) Make money with your marquees with offers not "ancient sayings"! You don't have the room and people don't have time to read them. Focus your time developing special offers that will draw customers in to keep your business standing.

3) Keep it simple and legible! People only have less than 5 seconds to drive by and read your marquee. Have you ever tried to read what's playing at the movie theater, while driving? Last time I tried to do that, I almost had somebody's bumper sticker imprinted on my face. Make your letters large enough to read, at least a mile down the road.

Well, I hope this week's lesson will heighten your perspective on viewing marquees and add value to your business. If anyone you know has a marquee that fits the above description, please, be sure this letter gets in their hands, they shouldn't be punished for the lack of knowledge!

Successfully,

David DeCantillon

Editor

The "Ad Critic"

In association with

D&D Promotions

<http://www.powerofmarketing.com>

To Subscribe "The Ad Critic" <mailto:ddpromotions1-subscribe@topica.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)