

# Marketing On the Street Where You Live

By Karen E. Hipp

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I was driving down a busy intersection in town the other day. This particular road is filled with store after storefront, making it difficult for anything to stand out or catch the eye. Yes, there are the standard large store signs, some with lights, some without. And some that simply have the name lettered on the front door. I'm sure these businesses have racked their brains trying to figure out how to do the "made you look" marketing.

Well, these days you've gotta be clever to grab the attention yourself! If the street that your business is on gets a fair amount of traffic, either by foot or car then don't miss out on this kind of advertising! Now, let me point out that if you are in a leased space, you must check with the management company of the store or office to find out their policies. But, you might be able to get them to bend the rules a bit for a special promotion.

Of course there's the traditional "tie balloons outside approach." That usually grabs some attention. The big chalkboard approach announcing a special sale or a special of the day. A banner out front. That's fine, albeit done to infinity. The busy road that I was on had only two interesting and clever outdoor sales approaches. One was an antique store that also rents specialty items for special events, like a jukebox or an old Coca-Cola sign. They have a gargantuan tiger made of steel or iron propped up outside the store on a tree. I mean a 7-footer. Then to add more interest, the tiger is "chained" to the tree with big heavy locks. A) because it looks more interesting and B) so no one can steal it (good luck).

The other storefront I saw was just a plain, small ordinary business stuck among the many, with a simple sign. It was a kickboxing studio, BUT they had a 6-foot cutout of a woman doing a karate kick. How did they do this? Found a photo, took it to an imaging company and had them blow it up and mount it on cardboard. It probably cost them about \$300 and who cares?  
It works.

Make sure this is the right image for your business, but consider renting one of those over-sized inflated "characters" and put it on the roof for a period of time. I've seen dinosaurs holding a small banner in between their underdeveloped little arms. A big snowman. Bears. There's a ton of them. No, they aren't tacky if they work. You look at them, don't you?

A car business down in town rents a huge crane and hoists a car about 50 feet in the air with a special promotional message.

Take one boxes. Sidewalk sales or samples. A colored flag with your logo on it. Removable letter type signs that promote a special or simply has a cute new quote everyday.

If you're above the first floor, use those outside windows. Post your web address or your logo facing out. Invite the office next to your building for an open house with a sign and a phone number to RSVP. Love it! People gaze out their windows many times during the day!

Now it's time for you to put on your thinking cap "On the Street Where You Live!"

Hipp Marketing. Karen E. Hipp, President

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