With so many good reasons to use retail signs, the real question is this: how do you maximize the value of your signage program? The answer is to have a Signage Strategy.

Have A Strategy: You want your store signage to represent and reinforce your Brand. Treat signage like the other important facets of your business and have a plan.

One of the best ways to put this plan together is to leave your store and to re-enter, but this time walk in like a customer. Look for these things:

- What’s working well with your signage?
- What’s missing?
- Do you know where to go to find what you’re looking for?
- When you find the right product, do you have enough product and pricing information?
- Is your signage professionally printed, easy to read, attractive, and a uniform reflection of your brand, or is it a jumbled mess?

Ask your floor managers, customers, suppliers and others what works and what could be improved with your signage. Be sure to check out your competition and larger businesses to get a better feel for what’s important to them and working well.

Next, sit down with your sales forecasts and a calendar and think through the year ahead. Consider such things as major holidays (Valentine’s Day, Memorial Day, Labor Day, Halloween and Christmas etc.), important sales trends and cycles, seasonality of your business, vendor specials, inventory surplus and other factors that drive your business throughout the year. Match these patterns with your signage needs and put together a 12-month plan for ensuring you have all the right signs at the right time in the right places.

One word of caution: don’t be so tied to your strategy that you overlook unexpected sales opportunities. When opportunities present themselves, be sure your signage strategy is flexible enough to accommodate. And be sure to work with a signage professional that can respond quickly to your needs.
Foxfire Signs is your ready-made retail signage solution. We offer a series of white papers outlining the basics of great retail signage. We welcome the opportunity to help you craft an effective signage strategy for your stores through our online store at www.foxfiresigns.com.

Next Issue: What do you want to say?