

DISCOVER THE HIDDEN PROFITABILITY OF WINDOW GRAPHICS

Seven reasons why you should consider them for your business or organization



Today, businesses and organizations have access to abundant marketing tools. From apps, email marketing and social media to robust loyalty/rewards programs and slick POP materials, the options seem to multiply by the day.

Buried by these digital marketing advancements exists a commonly overlooked but highly effective marketing tool: window graphics. As old-school as they may seem at first consideration, today's window graphics are extraordinarily powerful for new business development and brand growth. Many businesses mistakenly limit their window graphics to the basics: business name, address and operating days and hours. But master the art of window graphics and they'll become an

important component of your marketing. Window graphics are a bottom line–boosting communication vehicle, and they have lasting brand impact!

Consider these seven reasons why window graphics deserve a spot in your short- and long-term marketing plans. They:

1. Offer excellent affordability

Available at a fraction of the cost of paid advertising, window decals (i.e., adhesive-backed stickers) or their static-cling alternatives are affordable and, in many cases, offer a more tangible return on your investment than paid brand impressions.

2. Provide branding opportunities

Show your brand's style, mission, character and general uniqueness via window graphics that use your distinct identity—from your logo and typography to your writing voice, messaging and approach. With a dominant presence on your storefront or office windows, window graphics provide a valuable opportunity to share what is special about your brand as part of a potential customer's initial impression of you. In addition to capturing the interest and business of passersby, window graphics can strengthen the brand messaging that appears across your other communication channels.

3. Capitalize on oft-neglected "real estate"

Window graphics, unlike primary outdoor signage, are generally free from local regulation and even landlord approval—yet many businesses leave most of this prime real estate completely blank. That's a shame because you've already paid to call it your own. Take advantage of this space and make it part of your marketing toolkit.

4. Bolster your special promotions

Window graphics can communicate limited-time sales, discounts or other special campaigns to existing and new customers. This is an easy and inexpensive way to publicize your promotions. It's also an effective way to build anticipation for events and announce a new product offering. Frequently updated window graphics may be exactly enough to prompt new customers to visit your business!

5. Emphasize local/community connection and recognition

People feel good about supporting businesses and organizations in their city because they believe the prosperity of local business owners will have a direct, positive impact on the community. If it suits your brand to showcase your role in the community (e.g., school athletics support or sponsorship/involvement in community fundraisers or events), do it! The more personally people feel connected to your brand, the more likely they are give you repeat business. Emotion-eliciting, tug-at-the-heart-strings messaging on window graphics can generate a favorable impression of your brand—the kind that can't be replicated in advertising. Just be sure to use tact when crafting these messages.

Voted the locals' favorite pizza restaurant, hair salon or oil-change shop via an annual competition organized by your community newspaper? That is exactly the kind of credibility-boosting recognition that deserves to be in the spotlight. While your business or organization may be powered by humble people, you shouldn't let that deter you from deserved recognition of good work. Window graphics are an ideal method to highlight this and offer opportunity to express gratitude for the honor.

6. Share influential calls to action

You're likely keenly aware of the importance of effective calls to action thanks to your existing marketing efforts. Typically crafted for use in website, email and social media copy, strong calls to action are designed to drive traffic and business. Window graphics can be particularly helpful when introducing a new product or offering. Calls to action like, "Be the first to try our new deep-dish pizza" or "Check out these new fall styles" can go a long way in drawing people inside.

7. Uncover new market segments

Because window graphics can be quickly and easily updated, they offer unique message testing opportunities. By periodically changing your window graphics, you can determine if certain messaging resonates with and motivates different customers to do business with you. This testing could lead to the discovery that your brand appeals to new market segments—which is important data for your marketing strategy.

As it goes with all marketing efforts, window graphics are only effective when the messaging is clear and concise. As tempting as it may be, avoid a "window graphics overload" situation—don't clutter your prime real estate! In addition to killing the purpose of earning attention, using too many window graphics will weaken the brand image and reputation you've worked so hard to build.

Another "plus" to window graphics? Versatility! When considering window graphics for your business or organization, know that you have many attractive options—from graphics for inside or outside applications to full or partial window wraps. Among the most popular choices are repositionable, static-cling vinyl graphics. Another favored selection is perforated window graphics, which provide a clear view from one direction (such as outward) while providing a full-color graphic to viewers on the outside.



For more information—or expert assistance—contact Image360

At Image360, we know the best practices for window graphics and will use this insight to maximize results for your business or organization. A national resource with a network of nearby Centers, at Image360 we distinguish ourselves not only with comprehensive solutions, but also professional results.

We work hard to earn our clients' trust and maintain our solid reputation. Rest assured that your window graphics' colors and designs will remain consistent across many applications. At Image360, we're a true partner, collaborating with you closely from imagination through installation to attain the high quality you seek, while adhering to your timeframe and budget. We look forward to learning about your brand and working with you to create window graphics that boost profitability. Call us today and let's get started!

***Graphics that enhance, signage that works,
displays that inform™.***

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