

Illawarra Small Business Assistance

HELPFUL HINT – ARE YOUR PREMISES WELL PRESENTED?

In order to effectively market your business you need to start thinking about it from the customer's point of view – visualize how they might see your building premises, your shop front or your office location.

- Will your external signage and window presentation capture attention?
- Will it create interest and will it arouse enough desire for them to want to enter your premises?

Unless it does it will not lead to action on their part and you will most likely miss out on their business!

Windows that are crowded with too many small and irregular sized and shaped messages and too much information can be confusing and ineffective.

Strong, bold descriptive “one liners” that are easily read from a distance and succinctly describe your key products and services are highly desirable.

Colourful, well located and eye-catching pictures and graphics that “sell” the benefits of your products and services are also very important.

You need to ensure the imagery of your business will have a positive impact and create a sense of wanting in the minds of the public – what is commonly referred to as “gaining a share of mind”.

With so many businesses trying to get their marketing messages out to the public it is a real challenge to every proprietor to make their business stand out from the competition and in the process catch the customer's attention and their desire to buy in such a way that it leads to action on their part and results in valuable sales for your business.

Sometimes your customers can provide valuable feedback about changes they consider may improve their experience at your premises and thereby make it a more memorable one.

CONTACT:

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