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You may have just made up your mind to purchase a LED message sign to promote your business or already have one which just arrived at your warehouse. Since it is quite an investment and you know how important it is to attract walk-in customers, there are several considerations that you need to keep in mind if you want to make the best use of your LED message sign.

Where to mount it? This should be your first concern. For stores, and retail shops that are located at a convenient place, where it is possible to mount the signboard on top of the shop itself, there's no need to make use of a pole; but, in other cases, it may become imperative to do so. Either way, you must make sure that your sign can be viewed easily from various angles, and that your potential customers can read it fairly quickly too. Observing the traffic of your customers is very helpful to know, including which way most of them are coming from. Remember if sign can successfully draw a second look, it is very possible people will walk into your store after that.

So what should you show on your LED message sign? A good location is not the only key to draw attention. It is extremely necessary that you send out the most important and interesting messages to your customers. What attracts customers the most on the advertisement? Sales and special offers! These are the kind of the information you want to tell people. For instance, if you run a supermarket and may have special price for different goods each day, then the best idea is to put on the name and price of special goods on the display. Itâ€™s also important to update your information as often as you can because your messages on the sign also reflect your traffic inside the store.

When should you turn your sign on? The recommendation is to run your LED message sign 24/7 if possible, especially if you have more upcoming events or simply want people to remember the name of your store. Even if your store or shop is closed at night, the message sign also draws attention when people drive by. Donâ€™t underestimate the advertising effect of that. Set up the content of the message before you leave and you can broadcast the coming events to your potential clients.

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