

The Ins and Outs of Creating Instagram-Friendly Signage

WeDo signs. Signage should always be part of an integrated marketing campaign, so why not have synergy by creating Instagram-worthy signage at your business that encourages user-generated content? An impactful sign will not generate hashtags but will help to attract customers and create engagement both online and offline.

A local coffee shop inspired 'grammers to capture a photo in front of the shop's cleverly worded indoor mural while waiting for their coffee. Clearly, the store was designed with user-generated content in mind. User-generated content, such as Instagram posts or Yelp reviews, can kick-start your e-commerce sales, give your marketing a boost and build a deeper connection with customers and prospects.

A *Business Insider* study showed that shoppers who engage with user-generated content are 97% more likely to make a transaction than those who don't. Consider the following to make the most out of signage for your business:

Make the Signage Arresting but Relevant

Today's customers value authenticity and brands that reflect their values. Consider the placement of your brand logo and any signature styles to create recognition online and with customers in-store—covering a wall in striking signage or slogans spelled out on walls and floors.

Understand Media Preference

How do your customers prefer their communications? Some people disregard digital media. On the other hand, printed marketing pieces are impossible to

ignore. They are quite literally a physical element in your customers' hands—a rack brochure, product sales sheet or direct mailer—giving them a leisurely way to digest your product and service messaging.

Stay True to Your Brand

That includes your color palette, fonts and overall voice. Prominently display identifiers like your store name and your Instagram handle or URL. The more it looks like your brand, the more long-term benefit you'll get out of it.

Give Your Sign Legs

Get more bang for your buck by leveraging elements of your sign. You don't have to confine it to the actual store—a good sign image can work as the hero on your website or social media pages.

Placement Matters

Even the most traffic-stopping window display is only going to get minimal play since it's harder to photograph anything behind glass. Aim to include your new signage inside your store, somewhere that won't interfere with the actual physical journey.

Our PIP experts can create eye-catching, colorful, dynamic signs to help your business grow and attract audiences in-store and online.

Contact us at pip.com.