

FLEX-display™

www.flexdisplay.co.uk

8 Ways To Put Display Banners To Good Use



How many times has an attractive [display banner](#) made you pause and step into a store to take a closer look at whatever was on offer? Few things can come close to well designed display banners in effectiveness when it comes to grabbing attention from people passing by. They have a variety of applications ranging from giving information or direction to increasing sales. Here are eight ways in which display banners can be put to very good use.

1: **Grab Attention From A Distance**

Large [outdoor banners](#) with big graphics and messages are just the things you need to attract attention of prospects and direct them to your store or event. With a clever display banner positioned strategically, you will boost your store or event traffic. These banners are excellent for announcements, for example, the arrival of a new product such as a new model at a car dealership, a sale at a store or the opening of a new outlet.

2: **Give Directions**

Banner displays are great for helping visitors or customers find your event venue, stall or store in large buildings. Placing banners at the right places, such as in front of lifts and in corridors will save you the cost of keeping dedicated people at these places to make sure visitors don't go the wrong way.

3: **Just Outside Your Store**

Want to persuade people walking by to visit your store? Just arouse their curiosity about a product or make an offer that is hard to pass up by using attractive banners placed near the entrance of your outlet. Good use of high quality pictures or graphics and bright cheerful colours along with a call to action are the key elements here.

4: **Drawing Attention To New Products And Services**

Banner displays are perfect for informing visitors about a new product, product range or a new section of your store. Being right at eye level, banner displays will catch the eye right when the visitor walks into the store if properly placed.

5: **In Store Advertising**

In store advertising is next best to salesmen when it comes to converting casual visitors to customers because they encourage impulse buying. Banners can be used to highlight product benefits or advertise special offers.

6: **At the Check Out**

Cheap products which are usually bought impulsively are best sold near the cash register or near the checkout queue as customers have nothing much to do while waiting. If you have a banner next to a stand with the products near checkout, some shoppers will add it to their cart. Banner stands with place to hold brochures or leaflets will be very effective because most people will pick up a leaflet while they are waiting for their turn if the product or service interests them. This is an excellent way to advertise services such as insurance or holiday packages.

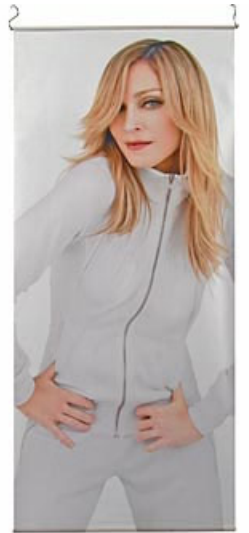
7: Increase Visitors At Trade Shows

A trade show or exhibition is a place where many stalls compete for the attention of visitors. Banner displays placed near your stall or at strategic places within the building are essential to inform people about your stall and encourage them to pay a visit.

8: At A Seminar Or Presentation

Display banners are excellent for highlighting important aspects of your presentation when placed next to the podium. They also make good backdrops to your speech when placed on the podium. Banners can be packed easily and carried to places where you are going to give the speech. You can also place them near the door at the venue to attract people or to direct attention to a sales or enquiry desk. It gives a polished and professional look to your presentation or seminar.

Display banners are highly effective advertising and attention grabbing tools when used wisely. The relevance and quality of the content, the presentation and placement can make all the difference. If you use them properly, they can provide a major boost to your chances of getting your message across.



Visit our site here now to learn more - flexdisplay.co.uk

Display Banner Systems | Advertising Banners | Exhibition Display Stands
Portable Banner Stands | Hanging Display Banners | Outdoor Advertising Banner
Printed Fabric Posters | Printed Table Cloths and more...

FLEX-display™

© Copyright Flex Display 2013. All world rights reserved.