

How Pole Signs Benefit Business

What is with all the pole signs you see these days around businesses? It might be those businesses see that signs like that pay big dividends when they are outside a business or a special event. By using a pole sign, you can get your message out to your potential customers and clients in a clear way. Sound too simple? It might be, but how about an explanation how a pole sign can benefit your business?

Reasons People Pick Poles

There are several factors that have generated a boom in the use of pole signs and pole flags by businesses. First, they are simple to erect. They have a base that the flag or sign can be attached to. They are super portable. All you need to do is lift them up and carry them to where they need to go. They have some very interesting looks and are made so they move when they are outside in the wind. All of these draw attention from customers. And don't worry about the cost, pole signs are a terrific investment no matter what business you are in.

Some Poles to Consider

With increased demand has come more innovation from pole signs. There are now more options than ever if you are hunting for signs. Here are some to consider:

- **Dori pole signs** – These pole signs are easy to assemble and put up in just about any place and for any business. Just stick the pole in the stand and watch the Dori pole sign work get your customer's attention.
- **Telescoping pole signs** – Getting a sign that moves around can be a big help to your business. That's why getting a telescoping pole sign can be a big boost. They sway from one side to the other, but still look classy and not too gimmicky.
- **Pole flags** – Pole signs do the job of telling your customers where to go, if you want to send them to your business or an event. They can easily be broken down.

Ease of Use Is Important

Why bother with pole signs? Aren't they too non-traditional for getting the word out about a business? Won't people give them a look, especially next to a normal sign? Exactly! That is what you are looking for out of your signage. You want to be unique and stand out. Something different is going to stick with your customers. They won't forget what you did. With the ease of putting them together, you can put these signs up again and again and really drill your message home. When they start to expect the signs they are going to see from you, it's the start of a relationship between you and the customer. What's after that? Business.

About the Author

This article is provided by ExpandASignUSA, based in Denver, Colorado (ExpandASignUSA.com). Expandesign is a supplier of high quality indoor and [outdoor signage](#) products designed to enhance a company's brand. They are an industry leader in lightweight portable advertising displays. They specialize in products for [tradeshow displays](#), advertising displays, point-of-sale promotions, and [Denver event signs](#).

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