Ad Systems - Think â€˜Outdoorâ€™ for Growth

Rajnish

Article published on July 18th 2012 | Advertising

Businesses are always looking for more in terms of revenue, sales, customers, footfalls or in short, everything that signals that business is growing and everything is all right. Sadly, accomplishing the same is not easy. Nowadays, businesses spend tens of thousands to reach out to more customers, to inform them about their services and bring that â€˜rushâ€™ to the store but most of them end up disheartened. In such a scenario, Ad Systems suggests businesses to think â€˜outdoorâ€™ for growth.

Think Outdoor Concept

The concept suggests that people who pass by a business address daily have more potential of dropping in to discuss products and services on offer. Hence, if those customers be informed and targeted aggressively, positive results would pour in faster.

Letâ€™s understand this concept with the help of an example of a car store, Walsh Cars.

Walsh Cars is located at a road that handles a certain amount of passerbyâ€™s traffic daily out of which some are aware of the business and some arenâ€™t. Owner of the auto store, letâ€™s call him Mr. A, spends on radio and print advertisements and even gives some discounts to attract customers. Footfalls did come but not as much he had expected. Overall, money spend is more than money made.

However, the results would have been different if digital Displays LED On the basis of the same concept, Ad Systems suggests getting the advantage of outdoor LED displays.

What makes â€˜Thinking Outdoorâ€™ click?

Better Targeting- As aforementioned, passerbyâ€™s have a better chance of dropping in if they are interested in the service being offered. To target such customers, one needs to catch their eye. Discount signs pasted on the display window would not catch the eye of someone traveling in a vehicle or faraway. Hence, in such a situation, Scrolling LED signs could serve the purpose better.

Connecting with Fast Moving Traffic- For a store located on a highway, connecting with moving traffic is very important. At the same time, the business needs to tell what they deal in along with â€˜special attractionsâ€™. This could be grueling task without assistance of something that is catchy as well as cool. In such a scenario, wonâ€™t a pro video hi definition display be the most effective choice?

Automated display Systems believes advertising with the help of digital displays could bring great advantages to such businesses. The firm has been dominating in the field of automated display systems in the field of designing, manufacturing, installing and servicing for the last three decades.

Though experience did give Ad Systems an upper hand over its rivals, it wasnâ€™t easy for it to establish itself among the best of the best. For servicing its clients in the best possible way, it offers a total â€œsystemsâ€• approach in which every aspect ranging from image design, product engineering, project management, manufacturing, installation and maintenance is taken care of.

Article Source:

Rajneesh - About Author:
Ad Systems is a celebrated name in automated a LED displays systems all over the world. It offers designing, manufacturing, servicing and installation services to its global clients. It has strong presence in indoor as well as a Digital Displays market.

Article Keywords:
digital displays, digital signs, Color LED display, Billboard advertising, Outdoor advertising, Scrolling sign

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!