



Rural Health Care

Marketing & Education Consultancy

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Strategies for Maximum-Effective Signage

How to effectively make your on-premise signage

One of the best long-term marketing tools for any consumer-direct health care facility is unfortunately often under-utilized. It's easy at times to overlook the powerful effectiveness of signage in and around your health care facility. **Fact is effective signage can be the best Return-On-Investment (ROI) for your facility.** One great reason is you only have to pay for it once.

Here are several useful tips to get the most from your on-premises signage.

Carefully consider ways to make your office signage an annuity for your facility. It might be a "building mounted" sign or a "freestanding" or "monument" sign at the entrance or near a major intersection before entering your parking area etc. It may have one face, or two or more message faces.

Identify all location options. Think beyond just one area as there are usually several options. Can a vehicle or pedestrian see your location from more than one direction and/or more than one entrance? Prioritize the areas of effectiveness. Your marketing plan should have several messages that can tie in your marketing strategy. Having these options will give you an opportunity to find and place your signage strategically.

Drive and Walk around your facility. Go up and down the street several times in all directions, both day and evening-as the passing general public will be doing-and look carefully at your present signage or prospective signage locations. We recommend taking snapshots as this will be a helpful reference.

Visibility and legibility is key. You must consider many areas of sign size, letter height, placement, shape, lighting and surroundings. You want your message to be noticed and stand out among other signs and from the general background. The public must be able to read your message quickly and effectively. Common sense should tell you to avoid any message-blocking obstructions. Consider how and if the signage will need to be illuminated during evening hours.

They say first impressions are the most important. The public will judge your facility on the quality it sees in your signage. Aesthetics, choice of colors, use of space, avoiding clutter, will speak professionalism in your signage.

Benefit the patient message. This is a creative challenge, but the right message is where your sign makes money for the facility. It's a challenge if the sign is simply the doctor's name and a short message. Like it or not, a personal name is not what's important to your current or prospected patients. It's all about what you can offer or do for them.

Bonus Tips:

Consider a large temporary exterior sign/banner. Put up a large temporary banner maybe change it to fit the season etc. This attracts attention and new patients.

Investigate signage opportunities. Look for additional sign possibilities that would fit in with your marketing plan such as "wayfinding" signs approaching the building, in or near the lobby, hallway or elevator. Make them durable and professional in appearance, even if done with temporary permission. This type of signage solution will help people navigate and will engage them by changing the way people experience the world around them.

Just say NO to handmade, paper or cheap-appearing signs! Inside the office or outside, no matter how well-intended, signs that look unprofessional reflect poorly on your practice. (Some genuine emergency messages are the exception, of course.) Present the message in a friendly tone with the right choice of words and the right size, placement and construction.

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Do it right the first time. When it's done right and well, the personal and professional gains are satisfying and the value of a recognized authority will gain the respect of the community, patients and staff and is an effective marketing plan that is rewarding.

Trizzie understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success.

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