

# 6

## ESSENTIAL TIPS

### for Generating Eye Traffic for your Clients' Campaigns

Before you gain foot traffic, you need to gain **EYE traffic. Awareness. Excitement.**

**And that starts with effective Outdoor Promos.**

Here's what to ask to make sure you deliver prospects.



#### 1 Know the flow plan.

As you help clients plan their promotion, pretend you are a prospect.

- How do you get there? What's around the event?
- How can you create outdoor excitement?
- Are there any restrictions?
- Have you attracted passers-by and drive-bys?
- Parking area? Surrounding walls, windows, doors?
- Overhead possibilities?
- The sale or new product area?
- The giveaway location?

Products like **Flags and Banners** and **Outdoor Signage** can be an after-thought, but make all the difference in drawing buyers in.

#### 2 Wow them from afar, but entice them near.

As you plan the prospects' route, how can you let them know while in their cars that it's worth stopping?

To generate eye traffic from a **distance**, use products like:

- Portable Half Drop Banners
- Giant Flagpoles
- Fence Banners
- Vinyl Avenue Banners

Once clients close in on the venue, they need more details, with product such as:

- Window Static Clings
- Pennant Strings
- Outdoor Flags
- A-Frame
- Sandwich Boards



#### 3 What are you asking them to do?

Here's a question that marketers don't think about... when the prospect arrives at the counter, the greeting station, the promotion table, what are they being asked to do?

- What's the offer?
- How would you manage crowd control?
- Get through making a presentation quickly?
- Do a demo?
- Lead them to a sale?
- What types of signage will you need to direct that flow?
- Show options?
- List prices?

Presenting products like these help buyers understand you know your craft and have their success as your goal:

- Custom Display Tables
- Stretch Table Covers
- Wire Marking Flags
- InstaStands
- Windchaser Flag Kits



#### 4 Brand from all angles.

Some suppliers charge you for multiple imprint areas and colors to generate eye traffic, especially on tents and table covers! Quinn delivers **multiple areas of full color branding space for the same one low price** – AND in full color at no extra charge.

It makes a HUGE difference when the message and brand can be seen from multiple vantage points, as with:

- Tents
- Table Covers
- Easy A-Frames
- Pop-Up Banners

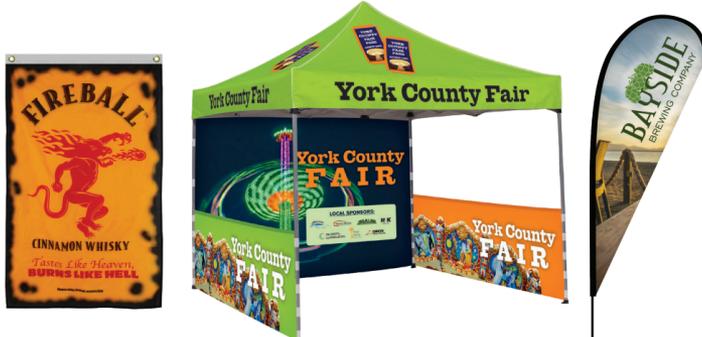


#### 5 Colors capture.

Why be drab, when color captivates? Working with a supplier who is a **printing specialist with full color on fabric** – and does not charge extra for full color printing – can make you look like the hero when helping to design traffic builders.

Think how colors printed on all sides magnetize the eye and reinforce the brand on products like:

- Vertical Flags
- Tents
- Portable Teardrop Banners

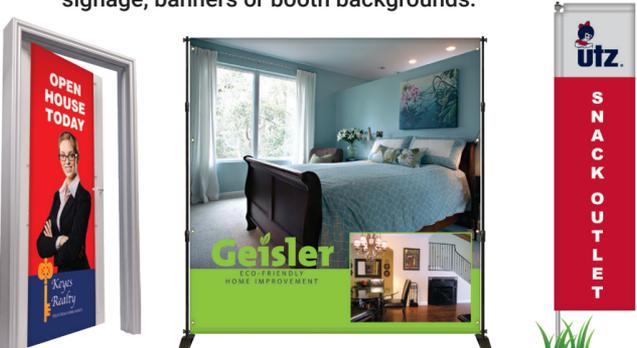


#### 6 Wordiness hurts results.

Too many words are never read. The rule of thumb? Use guidelines for effective headlines on a billboard – no more than 10 words – to be read by prospects. Things like multiple bullet points and lots of slogans may work in print or digitally, but not on signage, banners or booth backgrounds.

Peek at these examples of simple low-word-count graphics and how well they draw you in by relying on "less is best."

- Door Runners
- Backdrop Banner
- Windchaser Flaas



One source does it all for outdoor products: **Quinn.**  
The latest in all types of outdoor **Eye Traffic** Products

- Top-rated flag, banner and signage manufacturer
- Award-winning customer service
- Free full color printing
- Easy one-price quoting without extra fees or setups

Let us know what you need to help you deliver **Eye Traffic** this year.

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