

PROMOTE AT THE PUMP

Once they've filled up their tanks, they'll come inside your store to buy candy or drink as well as other profit-boosting things thanks to the assistance of LED signage. Promotions for early morning commuters, as well as afternoon munchies, should be advertised to encourage customers to stop in for a drink and a snack. At whatever time of day or night, LED signage draw attention to your sales and promotions.

- Almost two-thirds of the people polled said they had bought something because of a sign.
- More than three-quarters of shoppers (almost 8 out of 10) said they were compelled to go to a new store or business because of its advertising signs.
- When it comes to purchasing things at a service station, 45 percent of customers act on impulse, according to research.

In order to attract new consumers, establish customer loyalty and boost your profit margins, you may use digital sign advertising.

