

# BILLBOARD ADVERTISING STEPS & STRATEGY

bm outdoor



## GOALS & PLANNING

The best results in advertising come from detailed planning and goal setting. Setting goals and planning for your billboard advertisements will help ensure you get the most out of your marketing budget and ensure objectives are met.

01

## DESIGN

It's essential to have a billboard design that catches the attention of your target audience. Details such as color, font, readability & language all play a factor in how effective your billboard will be.

02

## PRINTING & INSTALLATION

Once your planning and design are complete, you'll need your printed vinyl design to display. Image Media Outdoor can assist in the entire production process, from printing your vinyl to installing it at your location of choice.

03

## PERFORMANCE

It's important to monitor the effectiveness of your billboards to ensure a perpetual return on investment on your advertisements. Geopath audience measurement gauges the reach of an advertisement, as well as what target audience your billboard is reaching.

04

In today's modern, fast-paced world, there is more competition than ever before as it relates to attracting the attention of consumers. With new technology comes new marketing strategies and keeping up with the changes can sometimes seem like a bit of a challenge.

Creating an effective advertising campaign cannot be left to chance and the dedicated professionals at BM Outdoor have many years of experience in helping clients create, launch and measure successful advertising campaigns.

To the right are the key elements to consider during the planning stages of new advertising campaign.

**PLAN  
YOUR  
ADVERTISING  
CAMPAIGN**

# PLANNING & GOALS: 1ST STEP TO BILLBOARD ADVERTISING

**What are your goals and how do you plan for them?** These may be some of the first questions you have before launching any type of marketing campaign. Is your business launching a new product and looking to increase revenue quickly, or maybe your company is a non-profit trying to bring awareness and exposure to your worthy cause. Regardless of what you have answered here, the best advertising results always come from a carefully thought-out advertising plan. No matter what your company does, knowing your end goals ahead of time will help you get the most out of your marketing budget. Map out your goals and objectives to ensure you get the most out of your ad spend.



# DESIGN: WHO'S YOUR AUDIENCE & WHAT'S YOUR MARKETING REACH?

Now that you have your goals clearly in mind, whom are you trying to reach? What type of people would most likely be attracted to your product, service or message? Understanding your target audience and your marketing reach is a crucial step to selecting what type of ad space you will invest your marketing dollars in, the location of your advertisements, as well as what your message should be and how it is displayed. It's essential to continue to monitor your reach & audience throughout your marketing campaigns.



# PRODUCTION: BILLBOARD ADVERTISING AS AN INVESTMENT

You have figured out what you want to accomplish and whom you are trying to reach. This is the point where the rubber hits the road. Advertising is an investment in each and every business, the same way that purchasing additional equipment or moving to larger location can be. Many years of research has shown that out-of-home (OOH) advertising has a great return on investment by increasing sales, company exposure and brand awareness.

When needed, we can assist in every aspect of production, from overseeing creation of a high quality design to the final printing process and hanging/installation of the vinyl banner for your billboard. Additionally, we can store your PVC vinyl at our warehouse facility free of charge until you wish to use it again. If advertising materials have dated copy or the vinyl will not be used again.



# PERFORMANCE: MEASURING BILLBOARD EFFECTIVENESS

They say that in business, what gets measured, gets done. Tracking your sales before, during and after an advertising campaign can really help measure its effectiveness. It's also important to keep a record of new accounts, as well as calls and in-store & web traffic at the inception of a new advertising campaign or strategy. Things constantly change in the advertising world, especially in the Windy City, so to ensure a perpetual return on your marketing investment, be sure to keep an eye on your billboard performance. BM Outdoor is happy to help you by providing key insights during this decisive step of your billboard advertising strategy.

