

**A BUSINESS SIGN-BOARD: INVESTIGATING ITS SOUND ROLES IN ADVERTIZING BUSINESS  
PRODUCTS TO THE POTENTIAL CUSTOMERS**

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**ABSTRACT**

*The study investigated the sound roles of business signboards in advertising business products to potential customers. It explored how signboards serve as effective communication and marketing tools that enhance visibility, brand recognition, and customer attraction. The study highlighted that well-designed and strategically placed signboards function as silent advertisers that continuously promote business products, influence consumer perception, and increase patronage. It also emphasized their cost-effectiveness, durability, and accessibility, especially for small and medium enterprises. Findings revealed that factors such as design quality, location, and message clarity significantly affect the efficiency of signboards in reaching target audiences. The study concluded that signboards remain indispensable in business promotion and recommends improved design, maintenance, and strategic integration with modern advertising techniques to optimize their impact. One of the recommendations made was that businesses should invest in professionally designed signboards that are visually appealing, readable, and positioned in strategic locations where they can easily attract the attention of potential customers.*

**KEYWORDS: Business Sign-Board, Advertising, Business Products and Potential Customers**

**INTRODUCTION**

In the dynamic world of modern business, advertising remains the heartbeat of commercial success, providing the crucial link between producers and consumers. Among the numerous advertising media—such as television, radio, print, and digital platforms—business signboards stand out as one of the most traditional yet consistently effective tools for attracting and engaging potential customers. A business signboard is a visible display, often placed at strategic locations, designed to communicate the name, nature, and offerings

of a business. Despite the advent of sophisticated digital marketing channels, signboards continue to serve as a primary visual communicator that influences consumer behavior and promotes brand recognition in both urban and rural environments.

A well-designed business signboard performs several important functions beyond mere identification. It serves as a silent salesperson that operates continuously, day and night, advertising the business to passersby. It also projects the personality of a business, conveying messages of professionalism, creativity, and trustworthiness. According to Adebayo (2021), visual presentation and strategic placement of signboards enhance customer curiosity and can significantly increase foot traffic to business premises. This underlines the importance of signboards not just as markers, but as persuasive advertising instruments that contribute to a company's overall marketing strategy.

The role of a signboard in advertising is multifaceted. Firstly, it aids in brand visibility by ensuring that the business is easily identifiable in a competitive marketplace. Secondly, it facilitates information dissemination, providing potential customers with essential details such as the business name, services offered, and contact information. Thirdly, it enhances aesthetic appeal, as a visually attractive signboard can evoke positive emotional responses that influence purchasing decisions. As noted by Kotler and Keller (2020), consumer perception is largely shaped by visual cues, and an appealing signboard can help build a favorable brand image even before direct customer interaction occurs.

Moreover, signboards are a cost-effective advertising medium. Unlike electronic or digital advertising that requires periodic payments or subscriptions, signboards represent a one-time investment with long-term benefits. They reach a diverse audience, including pedestrians, motorists, and community residents, thereby maintaining continuous exposure for the business. In a developing economy like Nigeria, where small and medium-scale enterprises (SMEs) form the backbone of commercial activity, signboards are indispensable marketing assets. Eze and Chukwuma (2022) emphasized that business signboards serve as powerful local advertising channels that connect enterprises to their immediate environment, stimulating both awareness and patronage.

### **CONCEPT OF BUSINESS PRODUCTS**

Business products are items and services that businesses or organizations buy to support their everyday operations, produce other things, or resell. Business products are meant to improve organizational performance and production efficiency, as opposed to consumer goods, which are purchased for individual consumption. According to Kotler and Keller (2020), business products are vital components in the production chain because they serve as tools and resources that help businesses deliver final products to consumers.

These goods can be intangible (like software, maintenance, and consulting services) or tangible (like machinery, tools, raw materials, and office supplies). Installations, supplementary equipment, raw materials, component parts, and business services are some

of the categories into which business products are divided. Every kind has a distinct significance; for instance, large machinery installations are long-term expenditures, whereas business services like accountancy and transportation assist operations. As Lamb, Hair, and McDaniel (2019) observed, each category contributes differently to the functioning and sustainability of an enterprise.

In addition to their purpose, business items differ from consumer products in how they are purchased. Purchasing business items typically entails a thorough analysis, several decision-makers, and a long-term cost-effectiveness assessment. Ferrell and Hartline (2021) noted that business buyers focus on product reliability, quality, and supplier relationships rather than just price. As a result, business marketing is less emotionally driven and more relationship-focused than consumer marketing.

Building trust, providing technical support, and offering after-sale services are frequently highlighted in commercial product marketing methods. Instead of using mass advertising, businesses that sell business items mostly rely on partnerships, direct selling, and one-on-one communication. According to Kotler and Armstrong (2020), maintaining consistency and product performance is critical, as the efficiency of a buyer's production process often depends on the quality of the business product supplied. Service agreements and long-term contracts are standard procedures to guarantee ongoing support and satisfaction.

## CONCEPT OF POTENTIAL CUSTOMERS

A potential customer is a person or organization who has not yet purchased a company's products or services but has expressed an interest, need, financial capability, and behavioural propensity to do so in the future. This concept is crucial to modern marketing and business strategy, as identifying potential customers allows businesses to deploy resources more efficiently, improve client engagement, and boost conversion rates. According to Kotler, Keller, & Chernev (2023), potential consumers are part of the larger target market – people who have characteristics with present purchasers but are not converted owing to a lack of awareness, access, or trust.

Understanding potential customers entails analyzing their demographic, psychographic, and behavioral characteristics to forecast future purchasing behaviour. In this sense, data-driven marketing strategies have dramatically altered how organizations identify and attract such customers. With the evolution of digital analytics, artificial intelligence (AI), and machine learning (ML), marketers may now examine massive datasets to identify patterns of interest, browsing history, and engagement levels that signal a customer's probable purchasing intent (Chaffey & Ellis-Chadwick, 2022). Habeeb, Adesemowo & Babatunde (2025) noted that with the help of AI, the companies can create some aspect of complex language translation and pattern recognition by disparate independent algorithms in an effort to implement some business globally.

According to Gupta & Singh (2024), identifying potential customers has shifted from traditional segmentation to predictive modelling, in which algorithms predict the likelihood of purchases based on criteria such as search behaviour, social media interactions, and previous purchase correlations. Companies can use these predictive data to build tailored marketing tactics, which deliver the appropriate message to the right audience at the right time. For example, online shops utilize AI-powered recommendation systems to show users products based on their browsing behaviour, converting potential customers into actual buyers. Additionally, potential customers play an important part in relationship marketing. Building trust and long-term interaction with this demographic can help boost brand loyalty and advocacy. Businesses frequently utilize email nurturing, influencer interaction, and targeted advertising to progressively bring potential consumers along the sales funnel. The success of this process is determined by how effectively a company understands client psychology, which includes motives, fears, and perceived value

### **CONCEPT OF BUSINESS**

Business is the practice of making one's living or making money by producing or buying and selling products (such as goods and services). It is also any activity or enterprise entered into for profit. Also, business refers to any activity or organization that engages in the exchange of goods or services for profit. It involves the production, buying, selling, or provision of products or services to fulfill the needs and wants of consumers. Businesses can operate at various scales, from small enterprises to multinational corporations. The definition of business encompasses not only profit driven activities but also encompasses nonprofit organizations and social enterprises. Effective project management is essential in business operations as it involves the planning, organization, monitoring, and control of all aspects of a project, including resource allocation and timelines, to achieve goals within agreed schedule, budget, and performance criteria (Thomas & Amhana, 2024). It involves careful planning, organizing, and managing resources effectively to achieve the desired goals and objectives (Mulya, 2024). As mentioned by Ranjhaa, (2025) Business is an enterprise or activity with the intention to make profits. As noted by Kingsley & James (2025) Businesses and organizations use big data analytics to make informed decisions, predict trends, and personalize user experiences. It can be in the form of a company, partnership, organization, sole proprietorship, occupation, or any entity that undertakes commercial, industrial, charitable, or professional activities to earn profits. In addition,

According to Pahwa (2016), Business is an occupation, profession, or trade, or is a commercial activity which involves providing goods or services in exchange for profits. Profits in business are not necessarily money. It can be a benefit in any form which is acknowledged by a business entity involved in a business activity. A business can be described as an organization or enterprising entity that engages in professional, commercial or industrial activities. There can be different types of businesses depending on various factors. Some are for-profit, while some are non-profit. Similarly, their ownership also makes them different from each other. For instance, there are sole proprietorships, partnerships,

corporations, and more. Business is also the efforts and activities of a person who is producing goods or offering services with the intent to sell them for profit.

As mention by Hayes (2025), the term "business" refers to an organization or enterprising entity that engages in commercial, industrial, or professional activities. The purpose of a business is to facilitate some sort of economic production of goods or services. Businesses can be for-profit entities or nonprofit organizations fulfilling a charitable mission or furthering a social cause. Businesses range in scale and scope from sole proprietorships to large, international corporations. Business also refers to the efforts and activities undertaken by individuals to produce and sell goods and services for profit. Some businesses are small operations in a single industry while others are large operations that spread across many industries around the world. The production and selling of goods and services for profit through the organized efforts of individuals is referred to as business. ) is the capability of computational systems to perform tasks typically associated with human intelligence, such as learning, reasoning, problem-solving, perception, and decision-making. It is a field of am single am I your friend in the find boxnot search am tired of three talking research in computer science that develops and studies methods and software that enable machines to perceive their environment and use learning.

### **CONCEPT OF BUSINESS SIGN-BOARD**

A business signboard can be defined as a visual representation, often combining text and graphics, used to identify a business and communicate its presence to the public (Kotler & Keller, 2016). Traditionally, signboards were simple nameplates that displayed a company's name, but with the advancement of design technology and marketing strategies, signboards have evolved into strategic branding tools. According to Witek and Hanif (2020), signboards act as the "silent salesperson" for a business by attracting attention, creating first impressions, and influencing customer decisions.

In the contemporary business environment, visual communication has become an indispensable tool for establishing brand identity, attracting customers, and facilitating recognition. Among the most significant tools of visual communication is the business signboard. A business signboard is a graphical display used to convey information about a business's identity, products, or services to the public. It serves as both an informational and promotional tool, bridging the gap between a business and its potential customers (Henderson, 2019).

The primary purpose of a business signboard is to communicate. It conveys essential information such as the business name, logo, slogan, location, and sometimes contact details. In addition, signboards serve a marketing function by differentiating a business from competitors and enhancing brand visibility. A well-designed signboard communicates the personality of a brand, whether it is professional, creative, luxurious, or affordable (Sonnenberg, 2021).

Business signboards come in a variety of forms, depending on factors such as location, design, materials, and purpose. According to Singh and Kaur (2018), signboards can be broadly classified into outdoor and indoor categories.

**Outdoor Signboards:** These are installed outside the premises to attract public attention and guide potential customers to the business location. Examples include billboards, pylon signs, fascia signs, and monument signs. Outdoor signs are designed to withstand environmental conditions and are often illuminated for visibility at night (Henderson, 2019).

**Indoor Signboards:** These are used within business premises for branding and directional purposes. Examples include reception signs, wayfinding signs, menu boards, and digital displays. Indoor signs help reinforce brand identity and improve customer experience (Witek & Hanif, 2020).

**Digital and LED Signboards:** With technological advancement, digital signboards have become increasingly popular. These use LED or LCD technology to display dynamic content such as videos and animations. According to Sharma (2022), digital signage enhances customer engagement by offering flexibility and real-time communication.

From a marketing perspective, signboards serve as brand communication tools. They contribute to brand equity by creating awareness, associations, and perceived quality. As Keller (2013) notes, strong brand identity depends on consistent and recognizable visual elements — and signboards are among the most visible of these. A distinctive signboard can enhance customer memory recall and influence purchase behavior. Moreover, signboards play a vital role in local marketing. Unlike digital marketing, which reaches broad audiences online, physical signboards target specific geographic locations, making them effective for small and local businesses (Henderson, 2019). A strategically placed signboard can significantly increase foot traffic and spontaneous purchases. Business signboards remain a fundamental aspect of marketing communication and brand identity. They serve multiple purposes — from attracting attention and guiding customers to reinforcing brand image. The effectiveness of a signboard depends on its design, visibility, and alignment with brand strategy. As technology and consumer behavior evolve, signboards will continue to adapt, blending traditional craftsmanship with digital innovation. For businesses, investing in effective signboard design is not merely a matter of aesthetics, but a strategic decision that can influence customer perception, loyalty, and profitability.

## **ROLES OF BUSINESS SIGN-BOARD IN ADVERTISING BUSINESS PRODUCTS TO THE POTENTIAL CUSTOMERS**

In order for businesses to effectively communicate their goods and services to prospective clients, advertising is a crucial part of marketing. Business signboards continue to be one of the most conventional yet successful ways to advertise items and increase

exposure among the many advertising methods available. A company's identity is physically represented by a business signboard, which also acts as an instantaneous informational tool about the company's goods, services, and reputation. According to Kotler and Keller (2016), advertising media such as signboards play a crucial role in stimulating customer interest, attracting attention, and facilitating recall. Thus, business signboards are indispensable in the promotion of products to potential customers in both small-scale and large-scale enterprises.

Creating and maintaining brand awareness among potential clients is one of the main functions of company signboards. Signboards give the brand constant exposure, which promotes memory and familiarity. A well-designed signboard has the power to change people's perceptions of the company and leave a lasting impression. A study by Melewar and Saunders (2019) revealed that visual identity elements such as logos and signage play a crucial role in shaping consumer perceptions and establishing brand credibility. Through consistent design and visibility, business signboards enhance customer awareness and recognition of a product or service.

Signboards are also essential for drawing in new clients. Signboards are placed in strategic locations to attract the attention of drivers and pedestrians, arousing interest and promoting first-time visits. Research by Singh and Sharma (2021) indicates that signboards influence consumer decision-making, especially for impulse buyers who make quick choices based on visible information. For small and local businesses, signboards often serve as the first point of contact with potential customers, thereby increasing foot traffic and sales opportunities. An appealing and informative signboard can turn a passerby into a customer.

Signboards play a crucial role in conveying important details about a company's goods, services, and core principles. They notify clients about sales, new items, discounts, and exclusive deals. According to Fill and Turnbull (2019), effective advertising media must communicate the right message to the right audience in a clear and persuasive manner. Signboards achieve this by combining visual and textual elements that quickly deliver relevant messages. For example, a restaurant signboard displaying "Freshly Baked Bread Available" not only promotes a specific product but also stimulates immediate consumer response.

Signboards are very inexpensive and durable when compared to other advertising mediums like radio, television, or internet advertisements. A signboard offers constant visibility without ongoing expenses after it is established. Because of this, small and medium-sized businesses (SMEs) with tight marketing resources can use it effectively. This cost-effectiveness is particularly important in project-like endeavors such as signboard production and installation, where strategic cost minimization involves decreasing expenses and maximizing resource utilization during the project course while maintaining quality (Adeyemi & Amhana, 2024). As noted by Arens, Weigold, and Arens (2017), outdoor advertising methods like signboards offer a high return on investment (ROI) due to their

durability and wide reach. Moreover, technological advancements have made it possible to design digital and illuminated signboards that enhance visibility even at night.

In addition to promoting goods, a well-designed signboard enhances a company's overall identity and reputation. A signboard's design, color, and quality convey the professionalism and standards of the company. Customers frequently rely their opinions about a company's quality on how it looks, and signboards are crucial in helping them make these assessments. According to Keller (2020), a strong brand identity fosters trust and loyalty among consumers. Therefore, investing in an attractive and durable signboard can improve customer confidence and distinguish a business from competitors.

### THE NECESSARY COMPONENTS OF BUSINESS SIGN-BOARD

A business signboard is more than just a display; it is a crucial marketing and communication tool that visually represents a company's identity, values, and services. The effectiveness of a signboard depends largely on its components—the elements that work together to convey a clear, attractive, and memorable message. According to Kotler and Keller (2016), every visual marketing element, including signage, must be strategically designed to capture attention, communicate meaning, and reinforce brand identity. This section discusses the necessary components of a business signboard, including the business name, logo, typography, color scheme, tagline, contact information, materials, lighting, and layout design.

- **Business Name:** The business name is the most fundamental component of a signboard. It serves as the primary identifier and is usually the first thing that potential customers notice. According to Henderson (2019), a clearly visible and legible business name enhances brand recall and helps customers quickly identify the enterprise. The name should be displayed prominently, with an appropriate font size and style that reflect the company's image. For example, a luxury brand may use elegant serif fonts, while a tech startup might prefer clean, modern sans-serif fonts
- **Logo or Symbol:** A logo is a graphical representation of a brand and plays a crucial role in reinforcing brand identity. As Keller (2013) explains, logos are visual signatures that encapsulate the essence of a business and promote instant recognition. A well-designed logo on a signboard helps create consistency across various marketing platforms. Singh and Kaur (2018) emphasize that combining a logo with the business name strengthens the overall impact, making the signboard both visually appealing and memorable.
- **Typography:** Typography refers to the style, size, and arrangement of text on the signboard. It directly influences readability and perception. According to Sonnenberg (2021), fonts communicate emotion and tone—bold fonts suggest strength and stability, while cursive fonts evoke elegance or creativity. The chosen typography

must ensure readability from a distance and should harmonize with other design elements such as color and imagery.

- **Color Scheme:** Colors are powerful tools in visual communication and are critical to the overall design of a signboard. They attract attention, convey emotions, and reinforce brand identity. As per Witek and Hanif (2020), colors can influence consumer behavior and brand perception. For instance, red is often associated with excitement and urgency, while blue conveys trust and professionalism. A consistent color scheme aligned with the brand's visual identity promotes recognition and emotional connection with customers.
- **Tagline or Slogan:** A tagline or slogan is a short, memorable phrase that communicates the brand's essence or unique selling proposition. Kotler and Keller (2016) note that a compelling slogan differentiates a business from its competitors by summarizing its core promise or value. For instance, Nike's "Just Do It" communicates motivation and empowerment. On a signboard, the tagline supports the brand message and enhances emotional engagement.
- **Contact Information:** Including contact details—such as a phone number, website, email, or social media handle—helps customers connect with the business easily. Henderson (2019) highlights that accessibility fosters customer trust and facilitates engagement. While this component should not overshadow the main brand elements, it should be visible and easy to read, often placed at the bottom or corner of the signboard.
- **Materials and Durability:** The material used in constructing a signboard affects both its aesthetics and longevity. According to Sharma (2022), the choice of materials should consider environmental conditions, budget, and brand image. Common materials include acrylic, metal, wood, PVC, and LED-based displays. Eco-friendly options, such as recycled aluminum and biodegradable plastics, are increasingly preferred for sustainability purposes.
- **Lighting:** Lighting enhances visibility and aesthetics, particularly for outdoor signboards. It ensures that the message is visible both day and night. Witek and Hanif (2020) note that illuminated signs using LED or neon lights attract more attention and improve brand visibility. The lighting style should complement the design and ensure legibility without glare.
- **Layout and Design Balance:** The layout refers to the spatial arrangement of elements on the signboard—text, logo, images, and empty spaces. A balanced layout ensures that the message is clear and visually appealing. According to Sonnenberg (2021), the principle of visual hierarchy guides the viewer's eye from the most important to the least important information. Adequate spacing, alignment, and proportion contribute to an effective design that enhances readability and professionalism. A well-crafted business signboard comprises several essential components—each contributing to its function as a communication and branding tool. The business name and logo establish identity; typography and color scheme ensure aesthetic appeal and

emotional connection; while taglines, contact information, and layout enhance clarity and accessibility. Materials and lighting, on the other hand, influence durability and visibility. Together, these components form a cohesive visual message that helps businesses attract attention, convey credibility, and establish a strong market presence. As Kotler and Keller (2016) argue, effective signage is not merely decoration—it is a strategic investment in brand communication and customer engagement.

## THE RIGHT COLOR COMBINATION FOR THE SIGN-BOARD WRITE UP

### ➤ **Black background with white or yellow text**

**Explanation:** This combination is one of the most effective and popular choices for signboards because of its high contrast. The black background makes light-coloured text appear bold and easy to read even from a distance. White text creates a sharp, clean appearance, while yellow text adds brightness and urgency. According to the Design Work Plan (n.d.), black and yellow or black and white combinations provide the best visibility under both daylight and artificial lighting. **Use:** Ideal for warning signs, construction sites, business name boards, or road safety signs.

### ➤ **White Background with Black or Blue Text**

**Explanation:** The black and white combo is timeless and polished. White offers a background that is neutral enough to keep black or blue text readable. Blue text on a white background creates a calm and trustworthy look, making it suitable for formal or informational signboards. Meliksetyan (2025) notes that white symbolises cleanliness and simplicity, while black or blue evokes professionalism and trust. **Use:** Suitable for corporate offices, educational institutions, hospitals, and official notices.

### ➤ **Blue Background with White or Yellow Text**

**Explanation:** White serenity or yellow lettering is very readable on a blue background, and blue represents dependability and trust. This combination strikes a balance between visibility and professionalism. Mirzaei (2025) emphasises that blue backgrounds combined with light text colours are psychologically appealing and promote confidence. **Use:** Commonly used for **bank signs, government agencies, directional signs, and corporate boards.**

### ➤ **Red Background with White or Yellow Text**

**Explanation:** Red is a strong colour that conveys energy, enthusiasm, and urgency. Combining it with white or yellow text makes it readable and aesthetically pleasing from a distance. Use it sparingly to avoid overwhelming viewers. Research by Humar et al. (2022)

found that red backgrounds with contrasting light text enhance attention levels, making them effective for grabbing immediate notice. Use: Best suited for promotional signs, emergency alerts, sales advertisements, and event posters.

### **Green Background with White or Black Text**

**Explanation:** Green is a symbol of nature, safety, and health. Good reading without eye strain is achieved using white or black text on green. It also gives a calm and refreshing appearance. Meliksetyan (2025) describes green as a psychologically soothing color that symbolizes stability and safety. This makes it ideal for environmental and health-related messages. Use: Suitable for medical centres, environmental campaigns, safety exits, and eco-friendly businesses.

#### ➤ **Yellow Background with Black or Blue Text**

**Explanation:** Yellow works well for signs that require attention since it is vivid and noticeable. Yellow stands out sharply against black or blue writing, making it easy to read even at a distance. This pairing is one of the most readable for daylight reading and outdoor visibility, according to the Design Work Plan (n.d.). Use: Ideal for warning signs, billboards, caution messages, and outdoor advertisements.

#### ➤ **Orange Background with White or Black Text**

**Explanation:** Orange is linked to vitality, zeal, and inventiveness. It creates a cosy, approachable look that is nevertheless readable when combined with white or black lettering. Mirzaei (2025) asserts that orange stimulates energy and excitement, making it perfect for attracting younger audiences and promoting lively brands. Use: Suitable for restaurants, entertainment venues, youth events, and modern business signboards.

## **SOME COMMON MESSAGE IN BUSINESS SIGN-BOARD**

Here are some common messages found on business signboards, often used to attract customers and communicate key information:

#### ➤ **Business Name and Logo**

The business name and logo form the backbone of every signboard. They serve as the primary visual identity of an enterprise and are usually placed at the top or center of the signboard for easy recognition. The business name tells customers who the business is, while the logo adds a touch of professionalism and memorability. A well-designed logo can symbolize trust, reliability, and creativity. For instance, when a signboard boldly displays “Divine Touch Beauty Palace” with a unique logo, it immediately attracts potential customers and builds recognition. According to Olatunji (2020), visual identity is a critical component

of outdoor advertising because it enhances brand recall and helps customer's easily associate symbols and colors with a specific business. Therefore, the name and logo should be simple, clear, and visually appealing to create a lasting impression.

➤ **Tagline or Slogan**

A tagline or slogan is a short, memorable phrase that expresses the business's mission or value proposition. It helps the business communicate its core message in a way that appeals to emotions or needs. For example, phrases like "Quality You Can Trust" or "Your Satisfaction, Our Priority" quickly tell customers what the business stands for. A strong slogan captures attention and builds emotional connection with customers. As Umeh and Adebayo (2019) explained, slogans play a strategic role in developing brand loyalty because they give customers a reason to remember and prefer one brand over others. Businesses that use inspiring taglines are more likely to create customer interest and repeat patronage, as slogans strengthen brand image and message clarity.

➤ **Type of Business or Services Offered**

The type of business or service message gives clarity about what products or services are provided. It is one of the most informative components of a business signboard. For instance, a board that reads "We Deal in Electronics and Home Appliances" instantly informs customers about the kind of goods available. This prevents confusion and attracts only the right audience. Without this information, potential clients may not understand what the business does, even if the signboard looks attractive. According to Okeke and Nwosu (2021), the presence of descriptive service information increases consumer engagement and trust because it reduces uncertainty and provides direct value communication. Hence, every business signboard should clearly state what it offers to guide potential customers effectively.

➤ **Contact Information**

Displaying contact information on a signboard is essential for accessibility and communication. This usually includes phone numbers, email addresses, social media handles, or website links. It allows customers to make inquiries, book services, or place orders with ease. For instance, messages like "Call: number" or "Follow us on Instagram @BestChoiceStore" make a business more approachable. In today's digital era, including online platforms also helps extend the business's reach. Olatunji (2020) emphasized that easy access to communication channels builds consumer confidence and improves sales, especially for small and medium-sized enterprises. Therefore, a business signboard without contact information is incomplete because it fails to convert attention into action.

➤ **Promotional Messages**

Promotional messages are temporary but powerful tools used on signboards to draw customer attention to special offers, discounts, or sales. Phrases like “Buy One, Get One Free,” “50% Discount This Weekend,” or “Free Delivery within City Limits” stimulate urgency and influence purchasing decisions. These messages are effective because they appeal to customers’ desire for value and savings. When strategically placed, promotional statements can increase traffic and sales volume within a short period. As explained by Okeke and Nwosu (2021), promotional signage is one of the most impactful ways of increasing short-term revenue while simultaneously improving brand awareness. Businesses that frequently update their promotional messages demonstrate dynamism and adaptability, keeping customers engaged and loyal.

**HOW THE BUSINESS SIGN-BOARD SHOULD BE MOUNTED FOR PROPER ADVERTISEMENT**

A business signboard is a vital marketing tool that communicates a company’s presence, services, and brand image to the public. However, its effectiveness largely depends on how it is mounted. Proper mounting ensures visibility, durability, and safety, which collectively enhance the advertisement’s impact. Below are key ways a business signboard should be mounted for proper advertisement.

➤ **Mount at an Appropriate Height**

The height of a signboard determines how easily it can be seen by potential customers. According to Adebayo and Olaleye (2021), signboards positioned between 6 to 12 feet above ground level attract more visual attention, especially in areas with vehicular or pedestrian traffic. Mounting at this height ensures the board is neither obstructed by other structures nor too high to read clearly.

➤ **Position at a Strategic Location**

Placement is a crucial factor in maximizing visibility. Signboards should be positioned where they face the main direction of traffic or foot movement. Johnson (2020) emphasizes that signboards mounted perpendicular to the flow of traffic have a higher recall rate than those placed parallel. Strategic positioning also ensures the sign reaches the target audience effectively.

➤ **Ensure Proper Angle and Direction**

The angle at which a signboard faces determines its readability. Okoro and James (2019) explain that tilting the signboard slightly towards the viewer’s line of sight makes it easier to read and reduces glare from sunlight. Signboards should also face areas with the highest concentration of potential customers, such as road junctions, entrances, or busy markets.

➤ **Use Strong and Durable Mounting Materials**

Durability ensures the signboard maintains its quality over time. Mounting should involve the use of strong materials like steel poles, concrete bases, or aluminum frames to withstand wind and weather. Musa et al. (2022) note that signboards fixed with poor materials are prone to falling, fading, or bending, which diminishes their advertising effectiveness and may cause safety hazards.

➤ **Comply with Local Regulations and Safety Standards**

Every locality has rules governing outdoor advertisements, including signboard size, height, lighting, and distance from the road. Nwankwo and Udo (2020) state that non-compliance may lead to fines, removal of the signboard, or legal action. Properly mounted signboards should therefore meet these regulations while ensuring they do not obstruct public spaces or endanger passersby.

➤ **Incorporate Illumination for Night Visibility**

Illuminated signboards help maintain advertisement effectiveness at night. According to Abiola (2018), the use of LED lighting or reflective materials enhances visibility in low-light conditions, ensuring continuous brand exposure even after daylight hours. Proper electrical installation and weatherproof casing should also be considered during mounting.

## **CONCLUSION**

In conclusion, the business signboard remains a vital and enduring tool in advertising, effectively bridging the gap between businesses and potential customers. It enhances brand visibility, communicates essential information, and projects the company's image to the public. A well-designed and strategically positioned signboard attracts attention, influences customer perception, and drives patronage. Beyond serving as a marker, it functions as a silent but persuasive advertiser that operates continuously. Its cost-effectiveness makes it especially valuable to small and medium enterprises. Therefore, maximizing its design, placement, and message is essential for achieving optimal advertising impact and sustained business growth.

## **RECOMMENDATIONS**

- Businesses should invest in professionally designed signboards that are visually appealing, readable, and positioned in strategic locations where they can easily attract the attention of potential customers.
- Entrepreneurs should use durable and weather-resistant materials to ensure that signboards remain clear and attractive despite harsh environmental conditions.
- Signboards should clearly reflect the company's brand identity, including logos, colors, and slogans, to strengthen brand recognition and recall.

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