BILLBOARDS 101

THREE KEY WARNINGS FOR YOUR CAMPAIGN



Small Brand Complex!

If you're an unknown brand you need to invest more in your billboard advertising more to establish your brand in the Mainstream.



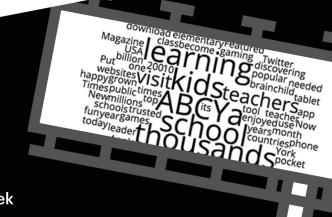
One billboard for one week will not

equal 1,000 leads, especially if you are an unknown brand. Make sure you properly set your expectations for results

3

Create a Smart Design!

Don't overcrowd your ad with too much text - People driving by at 70 mph will only have a few seconds to capture the MAIN idea you are trying to convey. Peek their interest and let them research you online for more in depth information.



REMEMBER: Billboards are your BEST way to make a HUGE first impression. They compliment your OTHER marketing efforts for people to find you and become your customers. Launch your own campaign now:

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