Influence Signs and Graphics Reveals How Custom Signage Increases Foot Traffic by 50 Percent

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Influence Signs and Graphics, a Vancouver-based custom signage company, has released new findings demonstrating that strategically designed signage can increase foot traffic by more than 50 percent for local businesses. The company's analysis of client results over the past year shows that businesses investing in professional custom signage experience improvements in customer engagement and brand visibility.

The findings come at a time when businesses across Greater Vancouver are seeking cost-effective methods to attract customers and stand out in competitive markets. According to the company's data, businesses that upgraded from basic signage to professionally designed custom solutions reported measurable increases in walk-in customers.

"Business owners often underestimate the impact that professional signage has on their bottom line," said a spokesperson for Influence Signs and Graphics. "Our research shows that signage functions as a marketing tool that can continuously draw attention and convert passersby into customers. The 50 percent increase in foot traffic represents potential revenue growth for these businesses."

The company's comprehensive approach to signage solutions includes custom business signs, channel letters, cabinet signs, dimensional signs, flat panel signs, and wayfinding systems. Each solution is tailored to meet specific business requirements while maintaining brand consistency and maximizing visibility. The company also specializes in large-format printing services, including murals, window graphics, and custom wallpaper, as well as specialty films for privacy, architectural enhancement, and sun control.

Influence Signs and Graphics offer signage services for retail stores, restaurants, and service businesses looking to establish a stronger street presence. The company's design team works closely with clients to develop signage strategies that align with their marketing objectives and target audience preferences.

Recent projects have demonstrated how strategic signage placement and design work for companies. Development projects utilizing the company's signage solutions have reported faster lease-up rates and increased buyer interest. Construction sites transformed into marketing showcases through professional signage have seen improved community reception and accelerated sales cycles.

"There is a difference between amateur and professional signage," added the spokesperson. "Businesses that invest in quality signage can see returns not just in foot traffic, but in long-term brand recognition and customer loyalty. Every sign we create is designed to work as part of a marketing toolbox."

Influence Signs and Graphics maintains a commitment to using high-quality materials and expert craftsmanship in all projects. The company offers comprehensive services from initial concept through final installation, backed by a one-year warranty on all products. Their facility in Burnaby serves businesses throughout the Greater Vancouver area, providing both standard and custom signage solutions designed to meet diverse business needs.

The company has earned a five-star rating based on 82 client reviews, reflecting its dedication to quality, design excellence, and competitive pricing. Influence Signs and Graphics serves a diverse clientele across various industries, from small local businesses to large commercial developments.

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Influence Signs and Graphics

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