

3 Tips to Better Use Construction Windscreen to Market Your Business

Construction sites are an excellent marketing opportunity for contractors. They see thousands of potential customers every day, and it's a chance to leave a lasting impression on their final product. It's also a great way to advertise your business to new customers at a low cost. Construction windscreens are highly visible structures that provide shade for workers during construction projects. They're routinely used as part of the permitting process because they help control visual pollution while reducing the impact on neighbors. So, how can you take advantage of this opportunity and market your construction business with printed windscreens?

Make sure your logo and graphics files are high quality

One of the first things you want to make sure of when you're marketing with construction windscreens is that your logo is a high quality vector image, and designed to be visible on large format fence screen.. A poorly printed logo will not only hurt the reputation of your business, but it will also have a negative impact on the aesthetics of the windscreen itself. This means that many people will be able to see your logo from the street. If your logo image is low quality or too intricate, it may discourage potential customers from contacting you. It's also important to make sure that your logo is a good design fit for a large format windscreen. It needs to be bright and bold. But even simple logos can stand out if printed on one of 10 construction windscreen color choices.

Choose which print option is right to promote your business

Depending on the type of construction your company does, you will want to use different methods to market your business on the windscreens. For example, if you primarily do remodeling work, you can use the windscreens to advertise your hours and contact information. In this case, you may want to direct print on simple construction 85 material that will hold up to the elements and offer protection against dust and debris. If you're a general contractor, you may want to use digital printing Permascreen 80 to advertise your business with full color

digital graphics. For economical windscreen printing and partner cross-promotion consider stitch-on logos printing.

Market your construction partners and projects

If you're working on a specific project with a partner, it's a good idea to promote that fact on your windscreens. If you're working on a project for the city, for example, it may be a good idea to put the city's logo on your windscreens. This will help you stand out from competitors and show the city that you're dedicated to the project. It will also give the city an easy way to contact you with questions or concerns. If you're working on a specific project, like a new hospital or school, you may want to advertise that fact. This will help you stand out from competitors and show customers that you're an experienced company. It may also give the project a sense of urgency and importance if a lot of people see your brand associated with large scale institutional partners.

Conclusion

Construction windscreens are a great way to market your construction business. They're highly visible outdoor advertising that provides both compliance rate privacy for workers and also can help you stand out from competitors. Make sure your logo is high quality and select the right print option to maximize your efforts. If you're working with multiple partners you may also want to advertise that fact on the windscreens to give the project urgency and legitimacy.