

So simple and so effective?

Sometimes due to budget constraints or sometimes due to plan, advertisers choose to go the simple and cheap route. I noticed one such attempt yesterday. I saw a simple lawn sign, by the side of busy road here in Bethesda, that said simply Single? and then the advertisers URL. It was in black and white, and I didn't see another sign around. This is cheaper than cheap, so any return on investment has got to be high. But does this work? Is a small sign enough to drive traffic to a website? There are several advantages to this approach. Clearly, the headline says it all. And there is no clutter around it. Geographically targeted. The disadvantages are that since there is no frequency, perhaps the URL does not get across. Is it measurable?

Politicians have been using lawn signs for years. But those are more a sign of solidarity than a call to action. It does prove however, that sometimes simple is all you need (as a start) when your message is simple. When you have to explain attributes or compare your product or service, you will need a bigger forum than a lawn sign. Of course, that is where the URL comes in. Certainly a website gives you the space to make your case.