



## How Vehicle Wraps Can Improve Your Business

The most important part of adding vehicle wraps to cars, trucks, or buses, is not the application itself, but what happens after the vehicles are wrapped. As soon as the freshly wrapped vehicle enters the public domain, it is a marketing tool that is going to be generating leads and representing your brand to the world. *A vehicle wrap is a form of marketing that will be working for your business for the next four or five years minimum*, and there are ways that you can optimize its benefits.

### Always Keep Your Wrapped Vehicle Very Visible

Whether you are using bus wraps, car wraps, or truck graphics, you need to get these images, logos, and words seen by the biggest audiences possible. This means always being aware of where the vehicle is at all times. You are no longer driving an ordinary vehicle; you are driving a moving billboard.

When you park the wrapped vehicle, make sure you park in areas where the highest volumes of traffic are going to see you. It may be instinctive for you to try to park as close to the building as possible, but it will not be the most profitable idea. Instead, you should park by the roadside, or on the corner, where passing traffic can see you. Also, *when driving from location to location, take the busier main roads where more people will see your vehicle wrap.*

The most important rule when optimizing vehicle wraps is to utilize those vehicles as much as possible.

### Incorporate Calls to Action on Your Wrap

People are more likely to take action if they are directly motivated. Your Bus Wraps or Food Truck Wraps are going to be much more effective if they have direct calls to action for the reader. You might only have a few seconds to get a message to your viewer; make it count. Invite the viewer to call your office, go to your website, or enter a contest.

You can make the interactions with your business more exciting for your customers by incorporating a contest or special price. You can use a phone line, website, or social media platform to encourage people to report when and where they've seen your bus wraps or vehicle wraps. Your

customers will be rewarded with a special offer for reporting the sightings, and you will gain the knowledge of which areas are gaining the biggest responses.

### Get Out There

*The most important rule when optimizing vehicle wraps is to utilize those vehicles as much as possible.* When leaving your location for any reason, from traveling to big events to running about town on small

errands, the wrapped vehicle should not be left behind.

Improving your profitability is as easy as going along for the ride.