

Watchfire® Case Study | Watch What Happens

SERVICE :: Marsha Slater's State Farm Insurance Agency — Barboursville, W. Va.



BEFORE



AFTER

SIGN SPECS

19mm Color LED
Matrix: 48 x 112
39" High x 7'5" Wide
14 Lines x 11 Characters

Background

Marsha Slater's State Farm Insurance office in Barboursville, W. Va. is right on Route 60, which is a heavily traveled, four-lane highway running between Huntington and Barboursville. For many years, Marsha had a traditional letter board sign to advertise her business, and for a while, that was good enough. But she and her nephew, who works in her office, got tired of manually changing the message — especially during the winter. So when businesses nearby began putting up electronic signs, she knew it was time to do something new to attract attention and customers.

Results

In 2009, Marsha began researching LED signs. She initially considered a monochrome option in red or amber, but in the end, she decided to go forward with a full-color sign. Her Watchfire territory representative brought his demo truck to her office, and that really helped her decision. "I could see first-hand the quality of the sign, the vivid colors, and the clear images, and I knew that a color Watchfire sign would help set me apart from other nearby businesses on Route 60."

Case Study

As a business owner, Marsha Slater has always liked to stay current on industry trends and new technology, so when she started to see LED signs popping up, she considered purchasing one to replace her letter board sign and to better promote her business. She decided on Watchfire both because she was impressed by the quality of the demo sign and because she knew the Watchfire name. "Every LED sign we see going up in and around Barboursville is a Watchfire sign, and they are beautiful."

She called Watchfire sign dealer Action Outdoor Faith Signs to get the process started. "Lester from Action Outdoor Faith Signs was such a huge proponent of Watchfire LED signs that he was almost impossible to say no to. And when my nephew saw the quality of the Watchfire signs, we agreed that Watchfire was the way to go."

"I know the sign has increased awareness of my business even though I've been in this location for 15 years... And I am seeing increased business since the sign went up."

— Marsha Slater, CLU, ChFC, Agent
State Farm Insurance

Now that Marsha has had the sign for a couple of years, she's been able to evaluate the sign's effect. "I know the sign has increased awareness of my business. Customers tell me they didn't know I was here until they saw the sign, even though I had been in this location for 15 years. And I am seeing increased business since the sign went up."

The sign makes it easier to create and update messages. Slater and her nephew, who manages the sign, are relieved to be rid of their inconvenient letter board. "This is so much easier, and it's great that I can now display even more messages. I can change the messages multiple times a day if I want to, and with the flexibility, I can quickly respond to what's going on in the community. My only regret is not buying the next size up," she said with a chuckle. "It's only been a couple of years, and I'm thinking it's time to upgrade to a bigger sign."

When asked if she would recommend Watchfire LED signs to others, Marsha said she definitely would. "We've had excellent service, and the sign is beautiful. People are impressed by technology, and this sign is the best type. It gives a good impression. I know that with Watchfire, I am getting the best sign. It feels state-of-the-art, and that's exactly what I wanted."

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

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