

A sign of the Times - a look at the chalkboard industry

A new blog post from Gala Bingo takes a closer look at chalkboard marketing as spring looms and the world opens up

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For small to medium sized business the world over, a simple chalkboard has been a simple yet effective marketing trick for a long time. A trick that once was an efficient tool to bring the passers-by into the shop has found new feet with the rise of social media, and is now a serious contender among other marketing methods to win the hearts of the customers. Gala Bingo sees a strong revival of the trend and experts mean that need for an ingenious board is greater than ever. At the same time, chalkboard as an art form is becoming bigger and is increasingly employing full-time artists that dedicate their time to mastering the craft.

While more well-established international brands have become known for their marketing campaigns, by taking the puns and wits a step further onto multi-million billboards, small and medium sized businesses can still use the method on a smaller scale to gain traction and attention, both online and offline. Gala Bingo has talked to a number of experts based in the UK, who does the craft for a living to gain new insights and take the temperature on a market that experiences a spring revival as well as new life when businesses world over returns to normal.

The results along with ten top tips are presented in a newly published blog post by **Gala Bingo** and are a great resource for businesses and individuals who want to make a dent virally as well as locally in their area. The list gives advice on how to stay sassy, keep it meta, stay personal and make an emotional connection with visual examples to illustrate.

The chalkboard business can also be seen as an interesting measure of our time. David Winter, Marketing Manager of Gala Bingo, says: "The data that Gala Bingo has collected through our own observations online and based on what the experts are saying, have given us unique insights into how to use the method to the best advantage for businesses. It's clear that chalkboard design is both a marketing tool, a reflection of societal changes as well as a fun and easy-going method to convey who you are to your customers. If you can combine these factors, the right level of wittiness together with an eye-catching design, it will result in a cost-effective yet highly efficient marketing tool, with the potential to unlimited reach online."

Hanna Exall, a chalkboard artist based in Stirchley, Birmingham, emphasises the marketing value: "I think a witty sign can really help a business go viral which is a great marketing strategy. Wordplay

and original ideas can definitely help it go a long way.”

For the full story, please read the full blog here: <https://www.galabingo.com/en/p/happy-hub/news/sign-of-the-times>



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