

Why Mural Marketing Works

Chances are, your Instagram feed is filled with plenty of social media worthy murals. Murals are typically wall-sized works of art that can contain advertising, sayings, or just pretty imagery. As social media expands more into our lives, many businesses are using mural marketing to get new customers to their door, to spread the word, or to serve as more Instagram worthy billboards. Our Fort Lauderdale digital marketing agency explores what makes murals the best new yet old thing in marketing.

If You Paint it They Will Come....And Take Instagram Photos

So I need to get something off my chest before we continue with this blog. I shamelessly love and Instagram murals everywhere I go. On a trip to Austin earlier this year, I dragged my friends to a far out of the way coffee shop just so I could take a photo in front of a locally famous mural that's nothing more than the words "I love you so much" spray painted onto a green wall.

On a Nashville trip, I made my husband *wait in line* (in the cold, nonetheless) just so I could take a photo in front of the iconic #WhatLiftsYou wings mural. I know, what a trooper.

What did I do after I took my photos in front of these murals? I acted out every marketer's dream: I Instagrammed my photos (thus becoming an advocate for the brand/mural), and I bought something near the mural I was visiting. Yes, a simple spray painted phrase had me Ubering across another city and I wound up buying a product from the business sporting the mural. This, my friends, isn't insanity, it's mural advertising.

What is Mural Advertising?

Mural advertising is a form of visual marketing akin to old hand painted billboards in which an artist creates a large piece of artwork typically on a wall, that combines advertising messages and visually pleasing designs.

With the rise of social media, mural advertising has also morphed into creating murals, possibly ones that do not even contain advertising content, to attract people to a business in order to see the murals, usually to post on social media.

Mural Advertising Brings Two Major Benefits

Ok, so as an obsessive Instagrammer, I love murals. But as a marketer, I love what they can do for businesses. My experiences with murals show that these advertising arts can bring twofold benefits:

1. Murals can bring new customers to your business (yes, even if they're just doing it for Instagram) and many of these customers will make a purchase.
2. Instagram worthy murals are free advertising, visitors will post #selfies with your murals free of charge.

The first benefit of mural marketing shows how some paint and creativity can combine to bring foot traffic to your business. With creative mural hashtags, murals have become an experiential marketing approach for many businesses. I had the experience of visiting a mural, which made the Austin coffee shop more unique than others, as it provided a different experience just from the addition of a mural.

The second benefit of mural advertising plays on the concept of FOMO marketing, beautiful photos of murals on social media make your followers want to visit these murals themselves, thus creating more buzz about the well-decorated businesses.

Wynwood, an arts district famed for its countless murals, is a stone's throw (or major traffic jam) away from our office. Tourists and locals alike flock to this area to do one major thing - photograph its murals. The experience offered by murals makes them a popular choice for businesses and areas searching for growth in visitors. The area's growth after the paint dried shows how successful murals can be.

Murals Can Paint a Better Brand for Your Business

Because murals have become an intersection of art and advertising, they serve as the perfect tool for better branding your business. Even if your mural is more aesthetic and experiential rather than billboard style, it can work hard for your brand. Murals help businesses by establishing their brand's vibe and even its ethos through unique art. When combined with social media marketing hashtags, murals can help your business by optimizing on social shares for improved reach.

Combining Murals with Digital Advertising

Ok, so our team can't exactly paint a stunning mural. But, we can instagram it, build a social media campaign around it, and optimize your online presence. If you're grabbing a paint bucket to get started on your new marketing mural, give us a call. We'll artfully plan your digital marketing techniques so you'll see a boost in traffic, with or without a mural.