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GUIDE TO
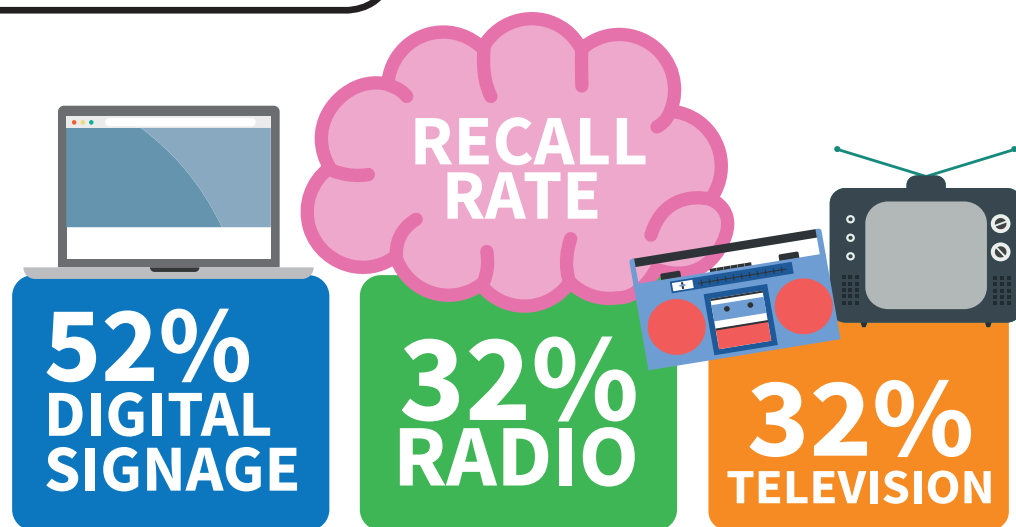# DIGITAL SIGNAGE
& MODERN MARKETING

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IN TODAY'S TECHNOLOGY DRIVEN WORLD, digital marketing strategies are rapidly superseding traditional marketing methods. Digital signage is a leading tactic as it reaches 70% of the public each year. It's flexible, allowing for updates and changes, collects data, customizable, and it's everywhere. From retail stores to hospitals, airports to universities, digital signage is empowering audiences. To optimize implementation and messaging of digital signage, it is important to consider your strategy, content and design, platforms and networking.

DIGITAL SIGNAGE
REACHES 70%
OF THE PUBLIC EACH YEAR

RECALL RATE

52% DIGITAL SIGNAGE

32% RADIO

32% TELEVISION

STRATEGY

YOU HAVE DECIDED YOUR ORGANIZATION NEEDS DIGITAL SIGNAGE. NOW WHAT?

Where do you start? What type of Return on Investment can you expect? If you don't have a strategy for your digital communications network then you won't be able to fully maximize all the benefits and opportunities it presents. Developing a strategy doesn't have to be complex or intimidating, but without a strategy you've made a big investment with little chance of return. If you want to use your screens to communicate and engage your audience, then you must be purposeful.

83% OF CONSUMERS TRUST
PEER REVIEWS OVER ADVERTISING

DIGITAL SIGNAGE **CAN HELP**

DIGITAL SIGNAGE

IS FLEXIBLE, ALLOWING FOR UPDATES, CHANGES, AND SCHEDULING

CAN COLLECT BUYER DATA AND BEHAVIOR

CAN RECOGNIZE CUSTOMERS AND PERSONALIZE MESSAGING ACCORDINGLY

44% of shoppers admit to social media increasing purchasing decisions, so integrating digital signage with social media can boost marketing efforts to the next level.

Display positive tweets, pins, and posts for on-site viewing

Promote Facebook presence by encouraging viewers to "Like" their page

Advertise social media contests so viewers continue brand conversation

**Prompt viewers to engage with website by offering coupons**

DO YOU HAVE A DIGITAL CONTENT STRATEGY?

While many organizations may have a goal directly related to their digital signage expectations, that doesn't mean they actually have a content strategy. Content can often be created in a vacuum by designers that don't have any information about the audience or where and how the content will be used. To develop a true strategy for your digital signage, there must be collaboration between various parties to determine not only the visual content, but just as important, the best message, way and location to promote a specific product or service.

STRATEGIES YIELD RESULTS

Digital displays can influence the viewer's decisions and actions. That's not just a hypothesis. Eclipse Digital Media found that 29.5 percent of customers said that the content on digital menus impacted their order. These same displays were also responsible for a 50 percent boost in sales. Digital communications attract attention, just make sure it's the kind of attention you want. If you've ever been in a store, restaurant, or really any venue, where the digital displays are either not working or have badly designed content it's not very impressive and sometimes even distracting. It may even have customers questioning the quality of the business and its brand. A survey from FedEx revealed 68 percent of consumers see a store's digital communication methods as a reflection of its quality. These types of expectations aren't just in retail, they apply across all industries.

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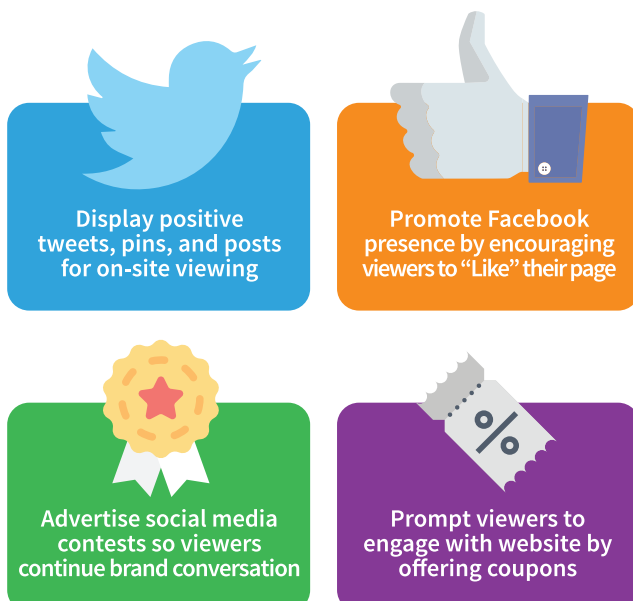
WHAT MESSAGE DO YOU WANT TO COMMUNICATE?

Once you are able to answer this you can build on that idea. In a retail environment you could use your digital displays to focus on the items or promotions that have better margins or have been shown to perform well. In other environments, such as airports, schools or hospitals, where digital communications are used for sharing information like schedules or wayfinding, consider the user perspective and how what you communicate can help or guide them.

When you think about how the viewer will intake the information, you are more likely to promote a positive emotional experience, which is very important for the right response. For example, research from the Temkin Group relayed that customers who have a positive emotional experience with a brand are over 15 times more likely to recommend it, eight times more likely to trust it, and seven times more likely to make another purchase from them.

A PLATFORM TO EXECUTE YOUR STRATEGY

Once you have an approach to your communications, much of the rest of your strategy should focus around finding a platform that supports your needs now and in the future. It is important to find a platform that will enable your organization to be agile and provide you with the ability to put information on any screen, from digital displays to desktops to mobile phones. As well, make sure you put some thought into your content strategy. This could mean changing content based on time of day, day of the week, or season.

MARKETING TACTICS
MUST ADAPT
TO MEET EXPECTATIONS

MUST EMPLOY multiple touchpoints

MUST PROVIDE a digital experience

MUST BE engaging

MUST PROMPT a response

30% of customers say digital signage influenced purchasing decision

66% of consumers report that digital signage catches their attention

60% of buying decisions are made at the point of purchase

CONTENT AND DESIGN

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IN DIGITAL DESIGN your message should be clear and easy to understand and crafted for a specific audience. Cool, vivid, stylish, or even flashy—these characteristics aren't good enough by themselves. Their only worth is in their ability to clearly convey your message to the people who need it.

So, before starting your next digital signage project, clearly identify who it is you're trying to communicate with and what it is you want your audience to do. Let the answers to these questions guide you in all of your design and messaging decisions.

DESIGN

VISUAL CONTRAST

Visual contrast is important. Contrast is using color and brightness and other distinguishing elements to make certain aspects of your presentation stand out. You should use contrast to create a visual hierarchy that shows viewers where to focus their attention. Keep it simple and never lose sight of your objective.

WHITE SPACE

Elements on your screen are like people—they need a little room to breathe, so don't be afraid of white space. Overcrowding is as uncomfortable on screen as it is in person. Proper use of white space can help focus attention on your message.
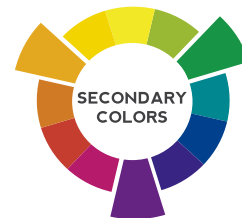
COLOR

A splash of color adds instant intrigue to your display, likewise energy and excitement. Simply put, bright and vibrant colors are just plain fun to look at. However, as with any design tool, moderation is key. Too many colors can be distracting or even off-putting. In most cases, you'll want to limit your color palette to a maximum of three colors.

THE COLOR WHEEL

PRIMARY COLORS

Red, yellow and blue

SECONDARY COLORS

Green, orange and purple
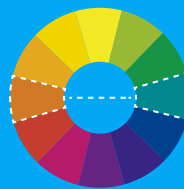
TERTIARY COLORS

Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green

FORMULAS FOR COLOR HARMONY

Use three analogous colors side by side on a 12-part color wheel.

Use two complementary colors directly opposite each other on a 12-part color wheel.

Use a color scheme based on nature.

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RULE OF THIRDS

The rule of thirds isn't actually a rule, but rather a simple, easy-to-follow guideline that can help you create more interesting compositions. See the digital canvas in thirds—horizontally as well as vertically, like a tic-tac-toe board. Where the lines intersect are good places to position your most important visual elements.

Understanding these basic principles of composition will enhance your ability to engage and communicate with your target audience. They aren't hard, and you can begin applying them today.

TYPOGRAPHY

Effective typography tells the audience what the most essential information is on the screen before they even realize it. In fact, the best typography should go unnoticed by those who don't love design. It should work seamlessly. Does your digital signage match the rest of your brand, or does it seem out of place? The following is important to consider:

- Stick to sans serif fonts, they tend to be more readable
- Consider casing and spacing
- Pair fonts when a sign needs to convey a lot of information
- Size matters, think about the distance of the audience

FONT STYLES

A

Serif - clear, legible type with accent "barbs" attached to the end of letters
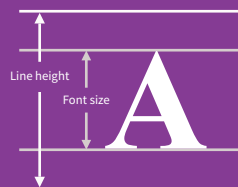
A

Sans Serif - Plain, no flair - "without"

A A A

Limit the number of fonts used:
Use fonts from the same family
Use bold or italics sparingly for emphasis

SPACING, ALIGNMENT AND SIZE

Spacing
Spacing
Spacing
S p a c i n g

Spacing and alignment are critical to legibility

Line height
Font size
A

Identify appropriate spacing, use line heights as a guide; 1.5 is a good pace to start

E
F   P
T   O   Z
L P E D
P E C F D
E D F C Z P
F E L O P Z D

Consider viewing distance when determing the right size of font

CONTENT ➤

IN THE WORLD OF DIGITAL SIGNAGE, you've probably heard many times that "content is king". Yet, brands that want to use digital signage to communicate with their audiences often relegate content to the bottom of the priority list, creating a disconnect between the message goals and content outputs. Is your digital content driving interest and engagement or leaving the audience unimpressed? Not all digital content is created equal. Content and its context matter greatly when attracting attention and conveying information.

IS YOUR CONTENT TIME OPTIMIZED?

Timing is fundamental to the digestion of content. It is important to consider a person's average attention span, which may be as little as eight seconds. It is also vital to account for dwell time. Dwell time relates to the traffic flow of your audience, so message timing must be optimized accordingly—roadside digital signage content should be short enough for passing vehicles to ascertain the intended message, while captive audience dwell time (think airport security lines) can be much longer.

IS YOUR CONTENT VISUALLY OPTIMIZED?

Content organization is vital to reaching your goals. Organize content in a logical manner and optimize the layout. Text should always stay stationary while imagery can move. As they say, a picture is worth a thousand words. Wherever possible, represent information as images, icons and charts, rather than text alone. There are many different types and styles of charts. Choosing the right chart type can make a big difference in the legibility and comprehension of the underlying data.

- Bar charts are better than pie charts
- Use a horizontal bar chart for ranking different scenarios
- Use a vertical bar chart for time comparisons
- Line charts are used for connecting continuous data on an interval scale
- Bullet charts are great for showing value vs. targets such as KPIs

Overall, digital communications can help drive sales and

increase audience interaction, but only if designed correctly. Unclear messages can overwhelm audiences and negatively impact interest. Alternatively, targeted content can deliver effective messages to boost involvement.

IS YOUR CALL TO ACTION WEAK OR NON-EXISTENT?

A call to action (CTA) is not just for marketing campaigns. They are a dynamic means to get the most out of digital signage, providing a direction for viewers to take. A missing, weak, or irrelevant CTA translates to dead space. Digital signage requires investments in capital and resources, so it is important for it to be as focused on conversions as any other marketing tool employed. Saying, "Buy Now" isn't nearly as compelling as saying "Take Advantage of this Sweet Deal." The opportunity to drive action via digital signage should not be squandered.

IS YOUR CONTENT INTEGRATED WITH OTHER CHANNELS?

Digital signage can be used to do more than engage with viewers. Today, user-generated content is a huge trend, and integrating digital signage messaging with social media can promote deeper connections and turn customers into fans. By offering clever hashtags, inviting customers to tag onsite pictures, or hosting contests asking visitors to create videos representing what they like about a specific product or service, promotes not only brand visibility, but customer recognition as well.

Consider use and audience   **Must be readable and visually interesting**   **Size + White + Style = Font**

PLATFORMS AND NETWORKING

POWERFUL DIGITAL COMMUNICATION TOOLS can enable organizations to easily collect, process, and deliver targeted real-time information to optimize its operations. Digital communications allow for effective message dissemination and extends real-time, customized information to everyone within a company.

NETWORKED DIGITAL COMMUNICATIONS ARE THE NEW STANDARD

In the early days of digital signage, screens were often standalone displays that didn't communicate with others. The technology had not matured enough to create a fully integrated system. This, coupled with high costs, kept digital displays standalone. However, much has changed since then. With the barriers of complex connections and high costs gone, digital communications can now leverage data to create relevant and personalized experiences. The standard is for all displays and content to live on one network. The days of the standalone displays are officially dead. In its place is the ability for any space to be connected digitally — from campuses to offices to hospitals - to just about anywhere.

IMPORTANT CONSIDERATIONS

PHYSICAL

· Number of screens

· Type and size of screen

· Cabling and internet requirements

· Average viewing time

· Lighting conditions

· Mount requirements

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CONNECTED NETWORKS STREAMLINE CONTENT CREATION

Before the connected era, standalone displays required every screen "owner" to create their own content. This was inefficient, time-consuming, and the content often was inconsistent. It created communications silos, where each installation had no ability to talk to another or share content. A connected system changes all of that. With a network, you have the ability to create content on a standardized template and share it across all of your screens.

For example, hospitals, which are often massive in size and have multiple buildings, can connect every display on one network. Each department or group at the facility may be responsible for their content, but the content is now cohesive and usable on any screen. Welcome screens may add some content from the food service screens announcing lunch specials. Or, the digital screens in the cafeteria may run a reminder to complete a satisfaction survey or get a flu shot.

Networking your digital signage improves branding, allows for messaging to be unified and creates opportunities for cross-promotion. It's also a significant time saver, streamlining the process can equate to significant time and cost savings.

IOT DEVICES' DATA COLLECTION INFLUENCES DIGITAL COMMUNICATIONS

A major part of any connected space today is IoT (Internet of Things) devices. These devices are capable of making things easier for those in the spaces. They can track and store data as well as communicate with digital displays. That data is then publishable via digital communications. In terms of security and safety, sensor data could prompt real-time communications on every screen. Whether it is a fire alarm or other safety alarms triggered by disasters like tornadoes or hurricanes, a digital network can enable a quick, systemwide message.

DIGITAL COMMUNICATIONS enable organizations to share information while adding value and improving the customer experience. No matter your business, the perfect digital tools will free up time, labor, and financial resources so that you can focus on your core mission.

IMPORTANT CONSIDERATIONS

TECHNOLOGY
- On premise or hosted cloud solution
- Overall budget
- IT involvement
- Systems and data sources to be integrated
- Processes to be automated
- Type of players that will be used

HUMAN
- Individuals responsible for implementation and day-to-day management of digital
- Departments involved in contributing content to the system
- Type of training required for departments
- Individual responsible for creative design of digital communications

CREATE, CONNECT, DISTRIBUTE and PRESENT

real-time information, on any screen, with **OMNIVEX**

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