



The first step, getting started

Do your Homework

The planning stage of the project is crucial to the success and implementation of your digital signage platform. Typical mistake made by entrants to the industry is failing to do their home work an identifying objectives and perspective targeted audience and taking into consideration its surroundings, the venues(s).

Viewing Distance and screen size will help in creating a clearly defined message. It will help in understanding what can be seen, and what will be lost at certain distance. Surveying the location and taking photos can be helpful.

Once this is accomplished then the common framework of a digital signage platform can be tailed to suit the needs of their viewer.



Determine Metrics and Goals

The retailer needs to understand why they are using digital media by setting goals and measurements to determine the project success. This can includes different mix of business objectives, improving brand awareness, education and boosting sales of targeted products, even improving customer service all fall under benefits and goals.



Employ a Cross-functional Team.

Successful digital signage deployments require a team effort. Marketing & Communications, IT and Visual Merchandising all need to be part of your team. Involving this support early in the project will eventually count on the overall effect and success of the project.

Develop a Content Strategy

Retailers need to continually have fresh, bold content that commands attention of the consumers. Digital signage should be part of an overall theme and strategy that address content across in-store, print, web, tablet and mobile channels to provide a consistent brand promise. Also link your content to meaningful messages that address exactly what shoppers are looking for in the store.

Creating theme templates, helps keep that consistence and can often speeds up content creation; each ad looks totally new and different just by changing the back ground colour.

Content that can be used consistently, updated price changers, store promotions and cross selling all generate more sales. It's a good cost management practice to have in-house content production resource for fast turnaround of quality content. We can help you selecting the right platform from the start, it is just so important!



Establish Customer Engagement Level

Analyse how you want your customer to engage with the digital signage.

Will they just see it? Touch It? Swipe it? Hear it? Will digital signage engage all the senses? Digital signage can be part of an interactive store environment that engages today's connection and enhances the customer experience, truly embracing this technology by creating that shopping experience that combines the physical and virtual, in a bid to successfully compete with the apparent fun and ease of shopping on line.

Plan with flexibility

From the start and as the customer engages this new concept you can build onto exciting infrastructure like adding commercial touch screens, multi-screen displays, kiosks and LED display all add to the excitement and appeal of the shopping environment.

Your choice of platform should be flexible to grow with the ongoing business needs.



Hopefully these point will help you in your journey towards seeking and creating a new and exciting visual prosperity that benefits everybody.

Gary Reynolds CEO of "The Digital Sign Company"