

Top 10 Ways to Embrace Digital Signage for Digital Marketing

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Devoo Banna

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TOP 10 WAYS TO EMBRACE DIGITAL SIGNAGE



Are you looking forward to boosting your employee and customer experience and grow your business organically? 😎

One of the most efficient ways to increase your business and generate revenue.

Below is a list of 10 best digital signage applications to create a fantastic digital marketing strategy:

1 – Enhance events

Public events are a great way to attract a new audience and generate a customer base. Digital signages are a fantastic asset for you to elevate your brand image at such events.

For example, you can display the name and picture of a customer at the event whenever they use your hashtag and promote your brand on social media.

2 – Reduce wait times

If your business is thriving, you will come across a line of customers waiting to avail of your services and products. Regardless of what you sell, that idle time when customers are doing nothing, you can implement digital signage and utilize their time through ads, entertainment, and more.

Every time a customer gets entertained by your digital signage, it adds value to your brand. The opportunities to delight customers with digital signs are immense. You can give rewards to people who promote your business, provide information, entertain with videos, and more.

3 – Generate revenue with your personalized ad platform

Digital Signage not only offers the advantages of improving the customer and employee experience but can also generate an entirely new revenue stream for you.

Nearly every flourishing business is contacted by other companies wanting to get exposure to their client base. This gives an excellent moment for selling ad time and directly affecting your bottom line through your display.

4 – Create strategic partnerships

Digital Signage can be used to do in-kind trades with other non-competing firms that have a similar demographic profile of clients.

Think about the companies that have a consumer base that you know would be interested in your brand. Offer them a strategic partnership.

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You should consider sponsoring digital signage for such firms to not only add value to their employee or client experience but also to drop in promotional texting around your business.

Brands can sponsor screens for their distribution channel partners. For example, Nike sponsors digital signs at [PacSun stores](#). Alcohol brands sponsor screens at bars where buyers make purchasing decisions.

5 – Spread your brand awareness through social media

By showcasing the enthusiasm and energy of satisfied employees and clients, you can spark social commitment and persuade more people to be your brand evangelists and fans on various social media platforms.

6 – Engage your audience with effective CTAs

Digital signage is an exceptional tool to engage visitors to take action. You can put out creative content to get people talking about your firm in positive ways or to provide valuable feedback.

The great thing is that digital signages do the work for you to prompt your consumers or even employees to take action consistently and reliably.

7 – Share promotions

Promotions are an excellent way to get clients excited about your business. They can be diluted in your brand experience through effective CTAs.

A promotional discount creates a feeling of urgency to get consumers to take action, participating in an Instagram photo contest, whether it is tweeting about your brand, opting into your loyalty program, or buying that item they've been on the verge about purchasing.

8 – Entertain and inform your audience

Digital signage is like an empty canvas. You can show anything you want to show to your customers. Using it, you can not only inform your audience but also entertain them.

You can show content such as:

- Weekly weather forecast
- News and current affairs
- Social media feeds
- Video clips

Showing such content on a digital screen can enhance customer and employee experience to a great extent.

9 – Demonstrate yourself as a tech-savvy brand

If being tech-savvy is a part of your brand and business that you would like to incorporate into the customer or employee experience, digital signage is a useful tool to do that.

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You can installed digital signages and digital directories with live social feeds as part of your organization. It will increase your customer engagement to a great extent.

10 – Upsell your services and products

Despite training your employees to upsell your services and products, it can be tough to ensure uniformity and upselling at every opportunity.

Frequently, an image or subtle reminder will upsell clients more effectively than telling them your sales pitch at an unexpected moment in the consumer experience.

Digital signage is an excellent means to upsell services and products effectively and to ensure that clients are being communicated effectively and that you're grabbing every opportunity coming in your way.

Conclusion

The practices mentioned above have been proven successful by various businesses and organizations across the globe. These techniques can not only help you to build a brand but also help you to serve your customers and employees in a better way. From SMEs to Fortune 500 companies, digital signage has brought a transformative impact on many organizations. 😊



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