

TIPS FOR  
INCREASING  
**DIGITAL  
SIGNAGE**  
ENGAGEMENT

Digital signage is a convenient, compelling, & cost-effective advertising solution for many types of small businesses.

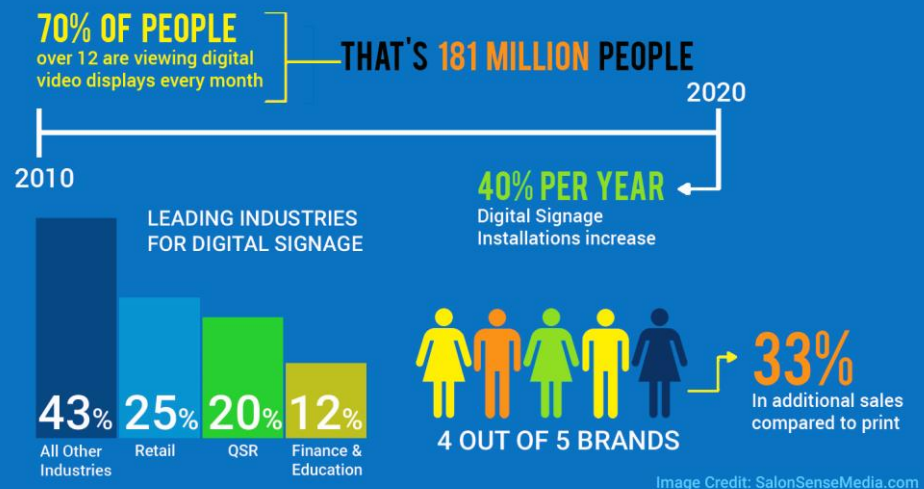
Given the choice between static traditional signs or dynamic digital signage, which would better capture the attention of a consumer?

But just having a digital or video signage system is not enough, if the business is not driving engagement effectively with their digital signage system, results will suffer.

63% 

*of people report that digital signage catches their attention.*

According to this [post](#), this percentage is significantly higher than TV, Internet and billboard advertising.

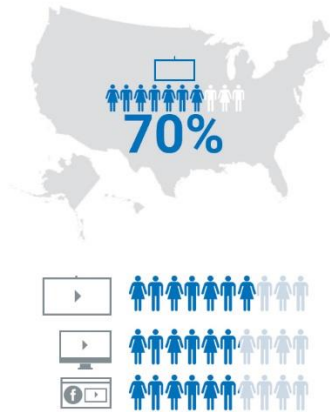


## A DIGITAL WORLD MEANS MORE ENGAGING DIGITAL SIGNAGE

With the raging popularity of social media combined with the at-your-fingertips convenience of the ubiquitous mobile phone, consumers are more in control of the path to purchase more so than any other time.

For the businesses that don't adapt to this constantly connected paradigm shift, they will sooner rather than later notice their plugged-in customers checking out the local competition.

In the digital age it's also more important for businesses to understand the importance and opportunity of effectively using engagement tactics to drive response, build awareness, & increase sales via digital signage, video advertising, or digital message boards.



*70% of US residents 12 and older have seen a digital video display in a public venue in the past month, 52% recall seeing one in the last week.*

*Digital video in public venues reaches more Americans each month (70%) than video over the internet (43%) or Facebook (41%).*

(Source: SalonSenseMedia)

In order to attract more attention and wield a greater influence on the path to purchase using digital display advertising tactics like video walls, digital message boards, or any other digital display solutions, businesses need to constantly be in tune with, and adapt to what the consumer demands.

## **HOW CAN A BUSINESS LEVERAGE SIGNAGE TO DRIVE ENGAGEMENT?**

The best use of digital signage involves eyeball grabbing placement, together with effectively delivering an engaging message to the prospective audience.

Let's examine some simple tips any business looking to improve the engagement of their digital signage advertising efforts can employ.

Before we discuss ways to increase engagement with digital signage or video display systems, let's first define why digital signage is effective in the first place.

# THE BRAIN PROCESSES VISUALS

<b>Chicken Ranch Wrap</b>	\$5.95
<i>Grilled Chicken, Bacon, Onions, Lettuce, Tomato &amp; Ranch Dressing</i>	
<b>Chicken Vegetable Wrap</b>	\$5.95
<i>Grilled Chicken, Zucchini, Onions, Mushrooms, Lettuce, Tomato &amp; Honey Mustard Dressing.</i>	
<b>Chicken Caesar Salad Wrap</b>	\$5.95
<i>Romaine Lettuce, Cheese &amp; Caesar Dressing</i>	
<b>Italian Wrap</b>	\$5.95
<i>Chicken Cutlet, Lettuce, Tomato, Provolone, Cheese &amp; Italian Dressing.</i>	
<b>Chicken fajita Wrap</b>	\$5.95
<i>Grilled Chicken, Onions, Peppers, Lettuce, Sour cream, Salsa, Jalapeno &amp; Cheese</i>	
<b>Roasted Beef Wrap</b>	\$5.95

<b>Chicken Ranch Wrap</b>	\$5.95	
<i>Grilled Chicken, Bacon, Onions, Lettuce, Tomato &amp; Ranch Dressing</i>		
<b>Chicken Vegetable Wrap</b>	\$5.95	
<i>Grilled Chicken, Zucchini, Onions, Mushrooms, Lettuce, Tomato &amp; Honey Mustard Dressing.</i>		

60,000x

Faster than Text

Your Design Matters

Image Credit: DigitalSignageToday.com

## RECOMMENDED STRATEGIES FOR DIGITAL SIGNAGE ENGAGEMENT

Effective digital signage is expected to perform four primary functions:

### 1. ADVERTISE:

Just like print display advertising, digital signage systems & video displays can be used to advertise a business' products and/or services.

As a value added benefit, businesses employing digital signage systems can also leverage third-party advertising to further reduce costs & align themselves with other local businesses.

### 2. EDUCATE:

Digital signage can also be used to educate the audience about the products & services the business delivers.

For example, in the foodservice industry a digital signage menu board can also be used to showcase daily specials and promotional offers, combined with a comparison of other establishments creating an "educational" effect which is ultimately designed to entice hungry customers to make wiser choices.

### 3. INFORM:

Consumers are inundated with advertising messages everywhere. Digital signage is all around us, and it's an incredible medium to help inform both existing & prospective customers.

One of the most obvious uses of digital signage being a conduit to education & information is the digital signs seen at airports and train stations displaying timetables, arrivals, departures, delays, local news, and maps.

Businesses that effectively deploy engaging interactive digital signage allow their audiences to gain a deeper appreciation & understanding about their business, and to learn more about specific items of interest to the consumer.

### 4. ENTERTAIN:

Movie theatres are some of the most obvious representations of this digital signage purpose. In order to drive engagement while boosting effectiveness, digital signage content needs to entertain the viewer on some level in order to keep their attention.

Video display systems are a perfect example of entertainment content for use with digital signage systems. The content can be produced well in advance and include live TV feeds or short video clips which can be displayed alongside the business messaging and other digital content.

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## TIPS TO DRIVE ENGAGEMENT WITH DIGITAL SIGNAGE

# 1

### **Clearly Define Your Advertising Goals & Align The Message.**

Is it a new location, a grand opening, are you advertising special offers or a sale, is there a special event coming up? Define a goal, then craft your message around it.

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### **Less Is More.**

Don't clutter your digital advertising signage with useless images, and especially text - it's a visual medium, don't make people read too much. Simply include the necessary details for your customers to complete your call to action.



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### **Always Include A Call To Action.**

Getting your customers to pay attention to the content on your screens is one thing. Getting them to take action is another. A call to action tells the audience exactly what action you want them to take after viewing & absorbing the message your digital signage is conveying.

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### **Make Sure The Business Name Explains Exactly What Is Provided.**

Just because we're always connected as consumers, doesn't mean we're always paying close attention - don't make your customers & prospective customers work in order to get your message.

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### **Use Real-Life Images & Video Of Your Products, Services, & Customers.**

People respond to emotions, use it in your digital signage to advertise your message, to educate the prospective consumer, to inform, and to entertain the passer by.

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### **Use Motion To Grab Attention.**

Human eyes are attracted to motion, some ways to include motion with digital signage is by using animation, creative editing, and video. By properly using visual effects to drive engagement with digital signage, the message transforms from a one dimensional snippet to a more eye-catching, compelling message to drive action on behalf of the audience.

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### **Be Yourself:**

Culture is important, consumers connect with engaging digital content that strikes a chord. Businesses that communicate a genuine message - one that doesn't change when a customer interacts with staff or make a purchase - can see a tremendous increase in digital signage engagement.

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### **Aspect Ratio & Screen Resolution Matters:**

While generally businesses using digital signage want to display content in the largest format possible to allow the viewer to easily absorb the message, there needs to be an understanding of how that content will display through an array of screen sizes. When converting still images to video clips or editing video display content on a widescreen, be sure to keep the end viewer in mind. By composing digital content to the proper screen resolution and aspect ratio, this will help avoid distorted or blurred imagery.

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### **Make It Interactive:**

Businesses using engaging digital signage understand the need to give their audience the opportunity to participate. By crafting a digital signage message which directs the audience to take certain actions - Like Us on Facebook, Text SAVE to 5555 Now & Earn Rewards...etc. - makes it easier for them to make a decision.

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### **Don't Forget The Fun:**

Remember how one of the primary purposes of digital signage was to entertain? Don't forget the fun when it comes to developing, curating, & publishing your digital informational messaging system content. Using humour and making it fun in the process - for the business & the audience - will enable any digital signage messaging system to instantly be perceived as more entertaining and engaging.

#### **About Mvix:**

*Founded in 2005, Mvix is the market leader in hi-definition digital signage hardware and software systems, multi-screen video wall appliances, interactive digital kiosk systems, and content management systems (CMS). The company provides turnkey solutions varied industry verticals including foodservice, hospitality, corporate offices, healthcare, real estate, and manufacturing among others. Mvix comprises a team of hardware and software engineers and AV experts who build and support digital solutions for commercial clients across the globe.*

*Since its inception, Mvix's commitment to delivering innovative solutions has put the company at the forefront of the digital display system and digital entertainment industries. In 2012, the company was honored on the prestigious Inc. 5000 List of Fastest Growing Companies in America and in 2015 it was ranked as one of top 20 most promising media and entertainment technology solution providers.*

Read more about Mvix Digital Signage Systems: <http://www.mvixdigitalsignage.com/>