



Five Key Considerations To Maximize Your Digital Signage

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As companies strive to stand out and get noticed, they are quickly replacing outdated, static sign programs with a network of digital signs. In fact, the recently released Digital Signage Future Trends Report, published by Digital Signage Today, showed that **61%** of all respondents listed "customer experience" as the top reason companies will invest in digital signage in the next two years, followed by "increased customer engagement" at **49.3%** and "branding" at **45.8%**.⁽¹⁾

However,

the sheer wow factor of the images and content displayed on digital signs isn't enough on its own to guarantee success. To maximize the return on your digital signage network, you must go beyond the wow factor, and following these **five key considerations** to help you grow your business by enhancing your brand image, increase traffic, transactions and improve customer retention.



1

There are many choices when it comes to the components that make up a digital signage network, and while they may all work together technically, the overall experience may suffer from a lack of consistency. The network itself can become overly complex, creating issues in your ability to manage things smoothly. And because your customers will likely interact with multiple displays, careful consideration should be given to the visual attractiveness of the signs themselves. A consistent approach also removes distractions so viewers can concentrate on the message for a better, more immersive and engaging experience.

Today's digital signs are attractive in design with a focus on experiential environments. Features like System-On-Chip (SoC) and **LG's webOS** Smart Signage Platform make it easy to manage a digital sign network while delivering the power to create customized content and support dynamic interaction.

2

The Right Digital Sign in the Right Place

The wealth of available options in digital signs gives you the ability to communicate with your customers 24/7. Direct-View LED signs designed for use outdoor welcome customers with current events and branding messaging. Once inside, large and small format digital signs can be used to highlight specific products, services, offers, while ultra-stretch displays can act as menu boards. Large scale videowalls work with the environment as backdrops or as attention grabbers luring customers to a select area. Touchscreens act as wayfinding and create interaction for a more immersive experience leading to increased revenue opportunities.

3

Integrate Digital Signs Into a Complete Marketing Effort

The one-to-one approach of word-of-mouth advertising has been virtually replaced by the one-to-many power of social media. In fact, a recent article by Gartner revealed that, "**84% of Millennials say user-generated content from strangers has at least some influence on what they buy.**"⁽²⁾ Astute business owners are now employing a multi-layered marketing approach that incorporates social media third-party testimonials into their digital content for a more personalized message that provides trust and encourages loyal customers to engage more often.

4

Using All of The Power that Digital Signs Provide

Digital signs are brilliant advertising vehicles, delivering messages that get noticed. However, they can do so much more. Touch-screen digital signs can be employed as self-serve kiosks in QSRs or other businesses that want to provide excellent customer service and reduce labor expense. Small format displays are dynamic and can be easily updated to maximize sales and profits and improve customer satisfaction. Boutique merchants can deploy them as "**infinite aisles,**" allowing them to compete with larger chains and Internet outlets. Beacons are another exciting option that can track a person's movement to display relevant products and offers, speed up checkout times, and blast additional, personalized messages that enhance customer engagement.

5

Stay In-Step With Your Customers

The power and dynamic capabilities of digital signs to get your message seen will be lost if the content you display doesn't connect with your customers. To insure that your target audience stays engaged, make sure that you keep your content is relevant and timely. The dynamic nature of digital signs and the ability to quickly update content give you the power to make sure the content you deliver is in-step with your customer's needs, including the ability to stay relevant with the latest trends.

LG Digital Signs Are Game-Changers in Delivering Outstanding Performance and Low TCO

Nielson recently reported that a majority of brands experience up to 33% in additional sales with digital signage, and 31% of consumers make impulse purchases as a result of in-store digital messaging.⁽³⁾

TCO

LG Commercial digital signs are designed to deliver outstanding performance while reducing TCO. A network of LG digital signs can provide substantial savings over the expense of supplies and the added labor required to produce and maintain outdated printed signs. Customized solutions and features like LG's webOS platform and System-On-Chip can simplify installation and reduce maintenance cost, while advanced IPS panels yield outstanding brightness and color reproduction with lower power consumption. Energy costs can be reduced, thanks to the ability to control brightness levels through smart scheduling.