

DON'T BUY DIGITAL SIGNAGE, UNTIL YOU READ THIS GUIDE,
Avoid the One Mistake Everyone Makes



Get Noticed In 2021,
Create **IMPACTFUL** Signage
in Minutes

This guide has been created to help organisations get the most out of their digital signage investment. The guide gives you an introduction to digital signage and looks at eight reasons why digital signage matters more than ever. The guide then takes you step by step through how to create impactful content. This is the ONE MISTAKE everyone makes. It's not just about the technology you use, it's the content, positioning and timing that delivers you the ROI.

This guide has been created by the team at CommBox. Throughout this guide we will be using CommBox signage to illustrate how signage can be used.



WHAT IS DIGITAL SIGNAGE?

Digital signs use technologies such as LCD, LED and Projection to display content such as digital images, video, streaming media, and information. Digital signage consists of any size screen displaying any type of content for any reason.

Digital signage allows you to communicate 24x7. Turn screens into sales devices, promote new products and services and run promotions.

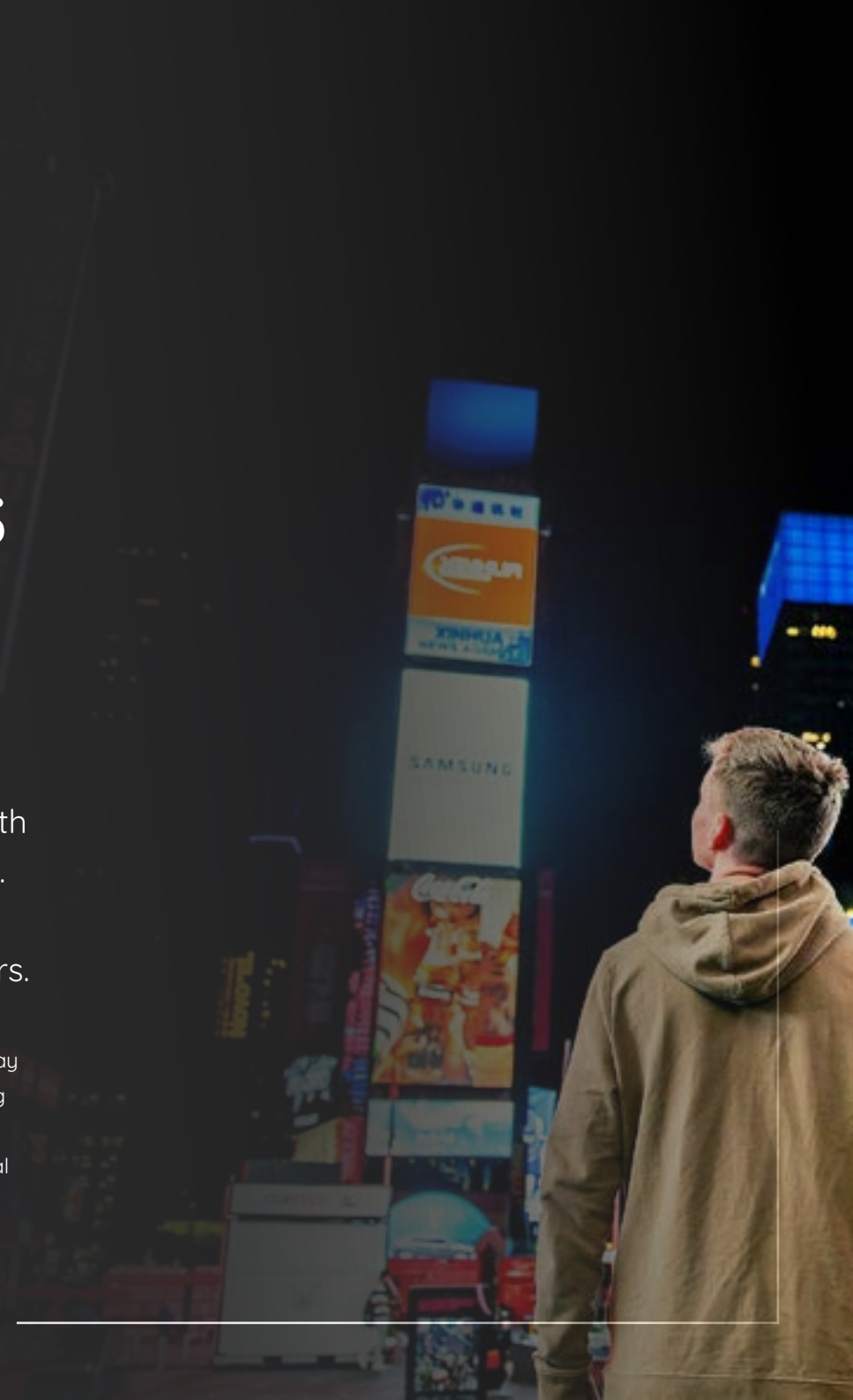
Digital Signage is perfect for all industries wanting direct engagement with their audience such as:

- | | |
|---|--|
|  EDUCATION |  RETAIL |
|  HOSPITALITY |  HEALTHCARE |
|  CORPORATE |  FITNESS |

8+ REASONS WHY DIGITAL SIGNAGE MATTERS MORE NOW THAN EVER

Digital signage is more important than ever. Any businesses, with a bricks and mortar presence, can benefit from Digital signage. Digital signage is a powerful tool for communication, grabbing attention, educating and even getting new sales from customers.

So many businesses underestimate the benefits that digital signage can bring. This guide will take you through a host of reasons why your business should be adding digital signage in 2021. One way to think about digital signage is as an intersection between the physical and digital worlds, making your brick-and-mortar location an extension of the digital experience. Your physical space can improve upon your digital footprint by adding the convenience and tactile experience of a physical store.





You are limited only by your imagination. There are endless possibilities for how digital signage can be applied to your space. The team at CommBox strongly recommends that you reach out to a CommBox authorised resellers who can help you explore the ways to use digital signage to inform, entertain, educate, and communicate with customers in your store. Remember digital signage is perfect in a school environment or in locations where you need to educate and inform your team.

Here is a quick list of some of the ways that signage can be used:

- Inform consumers of new releases
- Communicate promotions to drive sales
- Provide product information
- Entertain through videos and interactive games
- Turn into a touch kiosk
- Wayfinding
- Emergency broadcast and evacuation notifications
- Communicate timetables or be a digital noticeboard
- Display menus or food specials
- Provide information about COVID-19 procedures and check ins

And so on...

Let's now take a more detailed look at the benefits your organisation could obtain from using digital signage.

1. CUSTOMERS CAN SELF SERVE

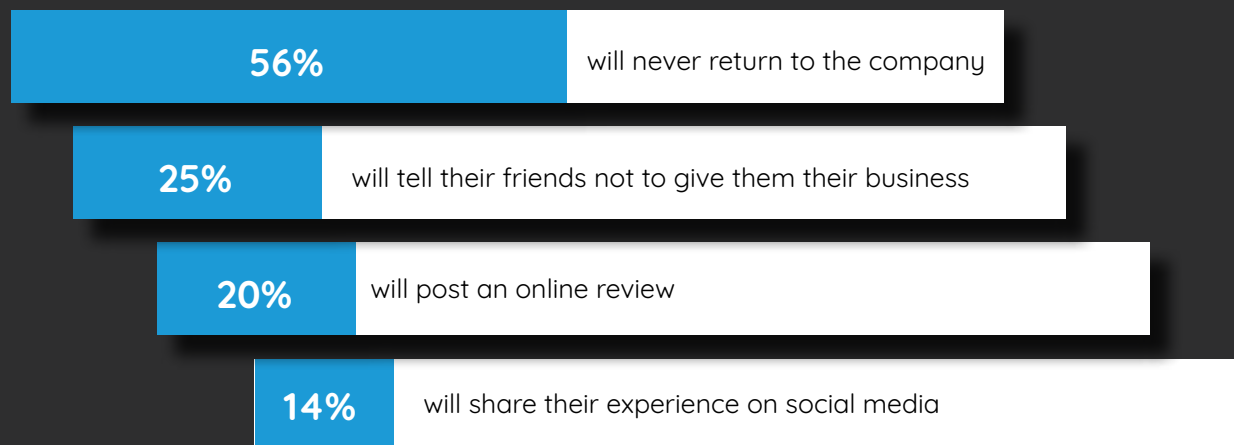
Informed shoppers, who feel like they have the information they need to make a buying decision, become actual customers. For brick-and-mortar businesses, it's important to ensure that you are providing customers with the information they need to feel comfortable about making a purchase. Strategically placed digital signage and kiosks can help customers to access the product and purchasing information they need without needing to wait for a sales team member's assistance. The information accessed via digital signage will be accurate and can also be designed to be engaging.

Imagine a customer grabbing a product off the shelf, scanning a QR code or entering a product code, and in a second they can access all the same information you would on a website. Information like dimensions, instructional videos and customer reviews. You could add buying tips or a questionnaire to help them self-assess if the product is right for them. You could take it one step further and let them pay for it right then and there – no more lining up at the checkout.

You don't need to rely on your sales team only, to provide your customers an informed shopping experience that converts them from shoppers to buyers. Remember the impact a poor customer experience can have...

"Studies of customer feedback tell us that more and more customers prefer self-service over contacting a support agent; and as our infographic illustrates, a whopping 91% say they would use a knowledge base if it met their needs. This is great news for businesses; self-service is the fastest and most cost-effective way to customer support."

Here's an interesting insight from Zendesk regarding online shoppers...





2. TEAM COMMUNICATION

Keeping everyone on the same page in any size organisation can be hard. Digital signage in hallways, meeting areas, lunchrooms, entrance ways etc help to keep everyone informed. You can keep your team up to date with new product launches, team meetings, changes to HR policies, team building activities, latest news and more.

At CommBox our office is naturally surrounded by screens. We run digital signage constantly. We play videos about our core values, sales targets, current promotion, key product features and more.

3. COVID-19 COMPLIANCE + EMERGENCY INFORMATION

The COVID-19 pandemic has brought several changes to the way businesses operate. In Australia, customers need to sign in prior to entry. Most businesses have scrappy pieces of paper, paper in plastic stands or paper stuck to the wall to inform customers to sign in. There is a better way that is less messy and more professional. Pop a screen on the wall or stand and customers can scan the digital signage screen. Other COVID safe messages can be added to the screens as well. Subtle reminders can be placed all over your premise, reminding customers and staff to stay COVID safe. And when the pandemic is over one day, these screens with digital signage can be repurposed to show promotional and other important information.

Digital signs are a useful platform for sharing any emergency information. In the event of an emergency, signs can send alert messages throughout a location and direct viewers on how to handle the situation.



4. DISPLAYS CAN BE CHANGED AT A MOMENT'S NOTICE

One of the key benefits with digital signage over printed signage is how fast you can change your messaging to adapt to new products, current trends or critical alerts and notification.

CommBox Digital signage is cloud based so you can create an ad or notice and deploy it to all locations instantly. Alternatively, you can select just a handful of locations that need to receive that piece of content. Some stores might have offers that are specific just to their customer demographic, so creating specialised content just for that one store is simple and easy. For large corporates or global brands, you can control your branding from one central location, on the cloud. This ensures that the brand's identity is consistent across touch points.

So, while one of the benefits of digital signage is the capability to quickly implement new sales, offers, and products, it's also the best way to keep your brand consistent across different locations. The concept works in reverse, too. Companies can quickly pull offers completely or retool their marketing efforts without going through the lengthy – and costly – process of removing traditional printed displays and creating new ones to replace them.





5. SHOW THE RIGHT MESSAGE AT THE RIGHT TIME

Business don't have to manually trigger updates to the screens.

By using CommBox rule-based software, one of the benefits of digital signage is that you can program your displays to change throughout the day. This isn't possible with traditional forms of signage, or at least not very convenient.

Many of us will have seen this in action at McDonalds. The signage boards that show the menu automatically update from the breakfast to the all-day menu after 10am. Rule-based software can also be used to decide which displays will show which type of content. So, in a retail location, different screens throughout the store could display different ads for upcoming promotions.

This functionality also works well for schools. Show the before school activity reminders first thing in the morning, in the lead up to recess show recess activities and at lunchtime, show the canteen menu. This can be taken further, show messaging important to Year 7 in the corridors they walk through between classes or show different contact in the school entrance way for parents during drop off and pick up times.

CommBox signage has scheduling built in and it's simple and easy to use.

6. MORE ATTENTION FROM PASSERSBY

Anyone living in a major Australian city will have seen the change real estate agents have made to shopfront signage to showcase properties for sale. The high NIT (brightness) of these screens grab your attention. Displays with digital signage can be used to attract passersbys who may otherwise have never entered a brick-and-mortar business. While any type of display may attract attention – traditional signs, product displays, mannequins, etc. – digital signage has a very powerful advantage: it can leverage motion (they can play engaging video or movement can be added to photos. This is one of the reasons digital signs capture an average of more than 400% more views than that of static signs.



7. GREATER RECALL & RETENTION RATES

The goal for many in-store ads is just to get customers to take action right away: place an order, make a purchase, or follow some other kind of direction. However, other times, the goal is to let shoppers know about upcoming events – sales, promotions, in-store appearances, etc. When the display utilizes video, one of the benefits of digital signage is that it results in higher recall compared to static ads. The increase isn't some small amount, either.

When the effects of digital billboards were studied, 83% of people recalled at least one ad they were shown over the past 30 days. 65% recalled 2 and nearly half – 47% – recalled 3.

Some more stats, one-in-five people talk about the ad they saw on a digital billboard with someone else – spreading the information to people who may otherwise have never known about it. We know this is due to the combination of display movement, graphics, and content. Content, arguably, also plays a significant role in recall and retention. Check out our blog on why its not just the technology but also the content.





8. INCREASE ENGAGEMENT + HAPPINESS

You can use digital signage to entertain customers that need to wait for products or services. This can create the perception of reduced wait times. Think about the times you have waited in a doctor's surgery. If the surgery provided engaging and informative content that captured your attention, the time you sit waiting is faster. Audiences are more likely to engage with content that is targeted to their needs and wants.

There are also a bunch of other additional benefits that can also be considered in your decision to proceed with digital signage:

- Signage can improve the appearance of your shop, store, or office. Your location will look more modern, technically-savvy, and professional
- Make money from allowing other businesses to promote themselves to your customers
- Reduce the costs of replacing printed signage for each new promotion
- Motivate staff with inspirational words, leader boards or rewards

If you would like to explore digital signage further reach out to the sales team at CommBox on 02 9975 6001 or email sales@commbox.com.au

WHY YOUR DIGITAL SIGNAGE CONTENT MATTERS & How to create the right content to engage everytime

Lots of organisations take the leap towards digital signage and when they do, they spend time assessing the different digital signage platforms, simply focusing on the technology. While the technology is somewhat important it won't deliver you the results on its own. The other key ingredient is the digital signage content. What you display on the screen is what delivers you the ROI.

Organisations have the opportunity now to move beyond adding a static image or rerunning existing ads or live streaming day time TV. Your digital signage can create an experience that is similar to what customers expect online. This includes guided experiences, interactivity and immersive content.

Lots of organisations do not have dedicated teams of people whose soul job it is to create digital signage content. For the rest of this article we will take a look at six steps that can help you create digital content that delivers results.



SIX STEPS...

To Creating Digital Signage Content **That Delivers Results**

Digital signage content is no different to any other content your business creates. You need to be clear about your goals and the goals of your customer, you need to understand your audience, consider timing and positioning and then be prepared to measure the results. Over and above this, you also need a way to make the digital content look good. This is where CommBox Signage can help. CommBox signage has built in templates and template creator.

Very similar to Canva, you can create awesome looking content in minutes.



SEE IT IN ACTION - SCAN HERE



UNDERSTAND YOUR GOALS

The first step is to get clear on what you want the digital signage to deliver for your business. This involves thinking about two things:

1. What experience do you want to deliver to your customers?
2. How can digital signage enable this for your business?

Digital signage can inform, educate, entertain, promote, sell and persuade. If you think about the different physical spaces that you have in your business, brainstorm how those spaces could be used to deliver an experience.

For example, if your business operates in an office building, you will want the digital signage to help your visitors get where they want to go quickly. Alternatively, you may need your digital signage to make the COVID-19 check-in process quick and seamless. You could also want digital signage to educate your staff on new policies and procedures.

If you own a car dealership, you might want to create an immersive shopping experience that allows customers to design their own car. At restaurants, digital signage is often used to tell guests about wait times, display menu items, and allow customers to place their orders. In a school, you may want to keep parents up to date on school events or showcase student achievements.

We recommend getting your team together to brainstorm all the different experiences you could offer customers and then in the next step you can valid whether these experiences will deliver results.

STEP TWO

RESEARCH AND UNDERSTAND YOUR AUDIENCE

Think about how your audience wants to see your digital signage content, because it's not just about the information. The right content must also be delivered in a way they find acceptable and engaging. If you run a retail store for Millennials, their preferences regarding content delivery will probably be very different than a store designed for older professionals. You may already have customer personas for your business. If you do, great, these personas can be used for this process. If not, for more help creating these buyer personas, download some of HubSpot's templates.

For each of your personas, do your best to answer important questions like:

- What is their background?
- Job?
- Career Path?
- Family?
- What are their demographics?
- Male or female?
- Age?
- Income level?
- What are other meaningful identifiers?
- Demeanor?
- Preferred communication method?
- Pain/Problems that want solved
- Needs

If your goal is to simply show people where to find the office they're looking for, answering these questions is probably overkill. However, if your goal is to increase engagement time or how much a shopper spends at your store, understanding every detail of your buyer personas is a powerful competitive advantage.

Once you have this information you can start to craft key messages that speak directly to these personas. The content will resonate with the audience.



SCHEDULE, SCHEDULE, SCHEDULE

Timing was never much of an issue with traditional printed displays. The time of year was usually the extent to which this factor mattered. However, with digital signage you have the incredible opportunity to craft specific messages for certain times of the day or even days of the week. We recommend taking the time to think about how important different key messages are for your audience at different moments in time. These messages can help both your business to achieve its goals and your customer to achieve theirs. Let's look at some examples.

Think of a café or bistro. The same digital sign can advertise breakfast, lunch, happy hour, and dinner specials at different times throughout the day. This helps to inform customers with content that is relevant to them, but also helps you to drive sales with menu items that are relevant to what the customer is likely going to want to eat or drink.

The length of time for the content matters. If you intend to use video to pull people into your store, it will help if you understand how much time the average passers-by or window shopper is willing to give your video. Otherwise, the content will not be effective.

Similarly, if you want to help customers pass the time while they wait in line, you should know how long the average wait is. This way, your customers won't perceive it as being significantly longer because they have to endure the same video on loop over and over and over.



STEP FOUR

POSITIONING MATTERS

There is also an expression in digital signage: “Content is king, but positioning is queen.” This means, your digital signage marketing strategy should prioritize the locations of these screens or the right content isn’t going to matter much.

Let’s look at a retail environment again. One sign can face passers-by with the goal of convincing them to enter. Another sign can advertise some of the more popular items throughout the store. Still other signs can be used throughout the store to explain how certain products work and even offer an interactive experience for customers who want to learn more.

Switch the location of those signs around and you’ll greatly reduce their impact, which helps illustrate why positioning needs to be a central part of your strategy. The good news is that discovering the locations that will give your content the exposure it needs is fairly simple.

If you’ve identified your goals, the right positions should be obvious. For example, reducing perceived wait times means having a sign next to where customers line up. Increasing foot traffic means putting signs where passers-by will see them.



STEP FIVE

DESIGN & CREATE YOUR CONTENT

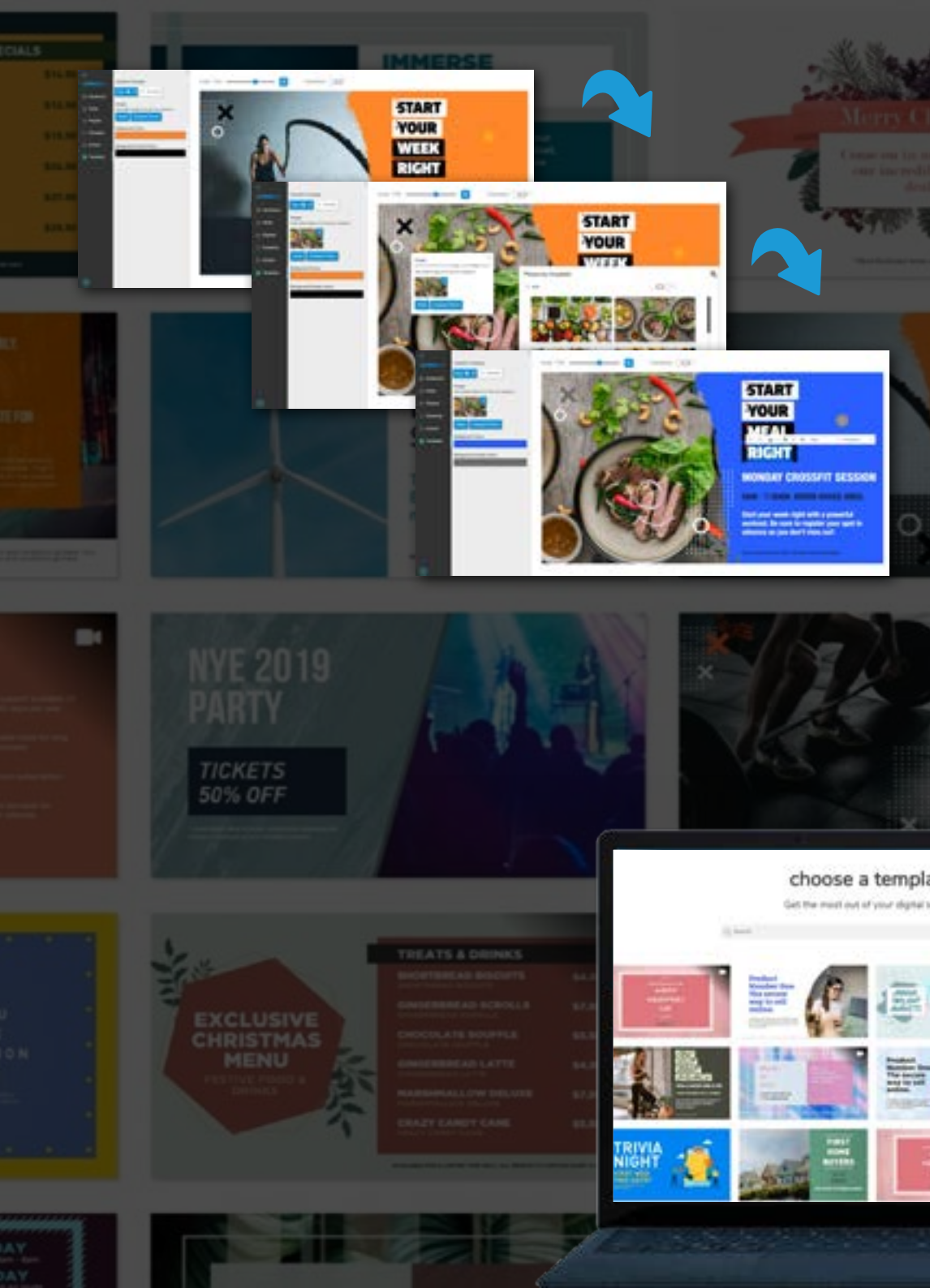
Now that you know what experiences you want to create to help your customers achieve their goals and you have thought about what schedule to run the content on and where to position the signage, its now time to actually create it.

For some businesses this is the hardest part. CommBox Signage does make this easier for you. You don't need Photoshop or Illustrator. We have created a template library that allows you create professional and impactful signage. Simply select the template that suits your key message, update the text, save and send it to a screen.

Remember you can add existing video content, you can add videos via a URL.

If it all feels too hard then, outsourcing is simple too. Find local graphic designers, post on Upwork or use Canva.

Reach out to the team at CommBox who can help you create the perfect experience.



STEP SIX

MEASURE YOUR SUCCESS

Finally, as with any marketing collateral your business invests in, you must measure the success of your digital signage content. Again, this is much easier to do when you put sufficient time into that first step. You can't measure success without having a clear understanding of what your goals are. Don't implement a digital signage marketing strategy until you've also gotten clear about how you'll measure its performance. For example, do you have the tools for measuring dwell time, foot traffic, or other important KPIs you care about?

Furthermore, will these digital signage tools allow you to regularly check these measurements? If you need to wait months before you can tell if your content is doing its job, you're not much better off than those companies that rely on traditional signage.

When you consider that one of the biggest advantages of digital signs is how quickly you can modify them, the importance of being able to measure their performance is obvious. The moment you see that one is not performing it can be changed. Digital signage allows you to be agile, get a new idea, you can double-down on it and enjoy even greater results.





FLEXIBLE SIGNAGE OPTIONS

CommBox offer a number of affordable screen display and signage options to get you started, including installation services. Whether you have preexisting screens you'd like to utilise or are after a complete new interactive display and signage fitout, or somewhere in the middle, CommBox has a solution to suit your needs and budget. With flexible payment options of per month, or an annual subscription, it has never been easier to get simple, powerful signage for your organisation.

1

Digital
Signage Only

2

Digital Signage &
Signage Player

3

Digital Screen bundled with
Digital Signage (cap ex)

4

Signage as a Service
paid by the month (op ex)

Getting Started is easy!

Sign up and receive a welcome pack with everything you need to get started within 24 hours of creating an account.

The welcome pack will include login access to signage.commbox.com.au and a link to all the training materials to get you started.

Then start creating signage in just three easy steps:



CREATE
A PLAYLIST



ADD YOUR
CONTENT



SEND IT TO
THE SCREENS

Start a Free 60 Day Trial

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