

10 WAYS

TO USE DIGITAL SIGNAGE TO CREATE MORE
EFFECTIVE MARKETING CAMPAIGNS

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INTRODUCTION

For years businesses throughout the United States and Europe have been benefiting from what is known as digital signage. In its simplest form Digital Signage refers to a variety of technologies used to replace traditional static signs. Imagine replacing a poster with a digital screen capable of displaying interactive and engaging content that can be updated instantly any time, any where.

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Executing an effective marketing campaign can be

Executing an effective marketing campaign can be challenging, even for the most seasoned marketing professional. Successful marketing blends many disciplines but when you strip marketing's task to its very core, the mission is quite simple: build a brand for your company and increase sales. Digital signage can cut through the marketing clutter in the increasingly competitive environment. Marketers in all industries are tasked with finding ways to encourage customers along the journey that ends with the customer making a purchase. Most importantly, digital signage completes the marketing cycle by effectively validating every marketing dollar that was spent to get customers in-store. Digital signage is a marketers dream!

Every business in every industry can benefit from some form of digital signage, even if they don't yet realise it. This digital trend is now here in Australia. The question is: will you be smart and adopt it early or leave it too late and lose valuable market share and sales to those that do?



“ Digital signage has been proven by small businesses around the world to be an effective way of reaching a highly relevant and targeted audience ”



TOP 10 BENEFITS OF DIGITAL SIGNAGE

1

Grab your customer's attention with movement and colour

Have you ever walked down the street and seen something move out of the corner of your eye? Movement has a way of catching your attention and it is something which digital signage does very well. If done correctly, a screen containing motion graphics, live-action video or animation will capture and hold the attention of a viewer. You no longer have to pack all of your information into the one static poster as digital content can change to display information in easily digestible segments.



2

Influence buying decisions at point of purchase wait and transit

Digital signage can significantly influence the decision making process while making a purchase and while waiting in line. Imagine you are about to buy a coffee and to your right you see a screen showing a high resolution image or video of a muffin deal for an extra \$2. Linking to a POS system presents upsell opportunities as content on a digital screen can suggest additional items suited to the item being purchased. Everyone has spent time waiting in a long line, whether in a retail store, office building or doctors office. Keeping customers entertained with marketing messages or light-hearted content will not only reduce the perceived wait time but result in a happy customer when they reach the counter. The integration of touch screens can significantly increase these effects as it gives a customer something engaging to do while they learn about your business or products

3

Eliminates the high cost and long lead times of traditional printing & distribution

When comparing digital signage to printed signage, there is often a substantial difference in initial capital outlay. From a longer term perspective however, you'll see that implementing digital signage removes the costs and time associated with printing, distribution, installation, setup and removal of static posters. Once approved, the content can be on screen within minutes with complete control over the messages being delivered to each site from a Head Office location. Small changes to pricing, specifications or any other information no longer take days or weeks to update, allowing greater flexibility, and fewer headaches, for your marketing team.

You are also able to combine traditional marketing into your digital signage to create a synergy with your marketing messages. Catalogues can be shown on touch screens, TV commercials and magazine ads shown on screens in store to remind and prompt purchases at point of sale.

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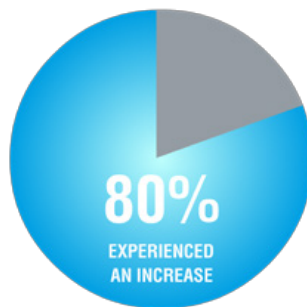
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4

Create an interactive and immersive environment

Digital or 'intelligent signage' truly comes alive when utilising its interactive capabilities. The prevalence of smart phones has resulted in nearly everybody understanding the basic functions of a touch screen. A digital catalogue, basic product & service comparison or the ability to tailor a solution via a touch screen will allow a visitor to find information the way they expect to. You can then integrate this touch screen with your POS or have it send an order to your staff's tablet, speeding up the purchasing process and reducing queue times. This level of interactivity will allow your store to focus on providing greater customer service and free your staff from having to remember the specifications for every product.

INTERNATIONALLY, FOUR OUT OF FIVE PRODUCT BRANDS EXPERIENCED A SIGNIFICANT INCREASE OF UP TO 33% IN ADDITIONAL SALES



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Cut through the clutter with a highly targeted message

The Australian market for digital signage is only just beginning and there is an opportunity right now to set yourself out from the crowd by adopting digital signage in your business. While your competitors continue to replace their static posters, you can capture and hold the attention of your customers using a new and engaging medium. Digital signage can have the same impact as when you walk into an electronics store and see a wall of televisions for sale, and I'll bet you didn't even notice the posters on the wall.

6

Messages are instant, adaptable and can be updated immediately

Where static posters are limited is in their relevance after they have been viewed. If content hasn't changed it becomes "old" and is generally ignored. Digital breaks through this by ensuring content is fresh and relevant to the viewer. Imagine being able to instantly change menu items, reduce pricing to compete with the business next door, promote certain items based on stock levels, advertise products based on the temperature or weather, or schedule content based on time of day or day of the week.

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Digital screens work particularly well for upselling at point of sale by showing relevant options to customers waiting in line or browsing

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TOP 10 BENEFITS OF DIGITAL SIGNAGE

7 Create a solution for any marketing budget

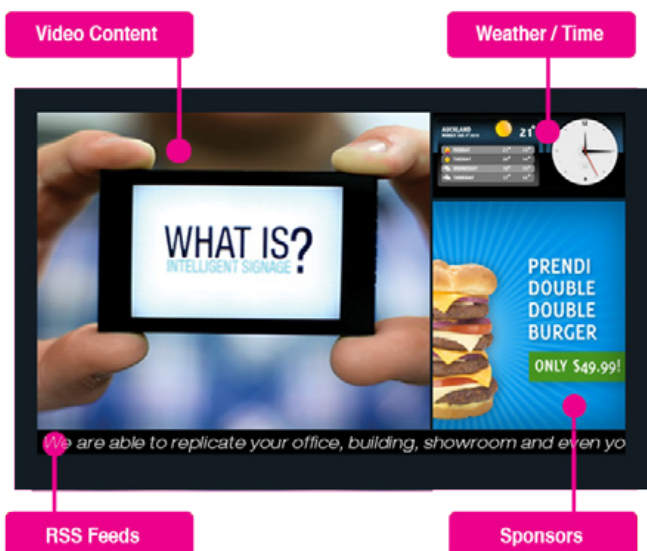
Digital signage doesn't have to break the bank. There is generally a solution to fit any budget giving you the flexibility to start with one small screen and grow your digital offering as your business grows. The use of commercial screens is an important part of every solution as they are built to withstand a business environment. Any warranty on a consumer TV is void when used in a commercial environment as they lack proper heat management and are not designed to run any more than a few hours a day. It is important not to cut corners when it comes to your hardware and software as you generally get what you pay for. A typical solution can start from around \$4,000 which includes a 42" screen with a 3 year commercial warranty at 24/7 use, media player with software, cabling, mount and installation.

8 Can be used in any industry for any purpose

Whether it's informing employees or selling products to customers, digital signage can be used anywhere you currently use a poster. Promoting your social culture, displaying health and safety messages, informing visitors of successes or social contributions has never been easier. Internal emails can often be forgotten or missed in the rush of the day, so reinforce these messages in the lunch room or hallway where you are more likely to have your audiences attention. Ranging from a 2.8" digital name badge used at exhibitions or networking events to a 5 x 5 (or larger) video wall with integrated touch screen, digital signage is a powerful way to deliver your message and ensure it is too hard to ignore.

9 Dynamic content: databases, RSS feeds and social media

Using digital signage software businesses can be connected to the web which allows news feeds, social media feeds, currency, stocks & weather updates to be incorporated onto a screen. For example, screens in a doctor's office can simultaneously display general health facts and tips, feature real-time news headlines and provide weather updates. You can even link to your inventory, sales or any other database and display relevant information in real time to employees or customers. When your staff are leaving for the day, display traffic conditions or public transport timetables in real time.

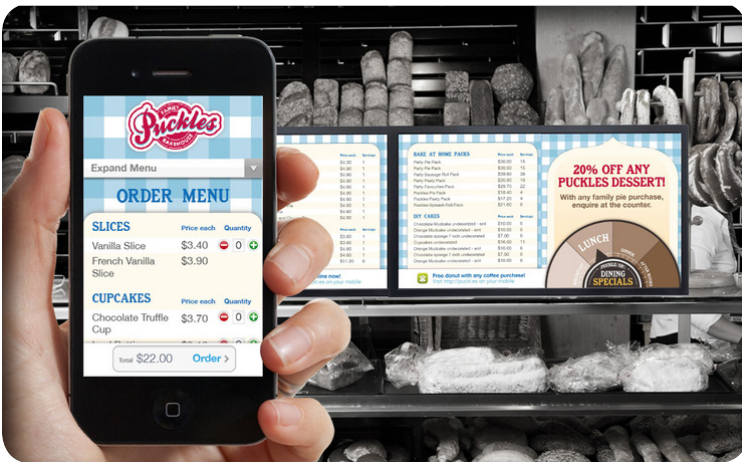
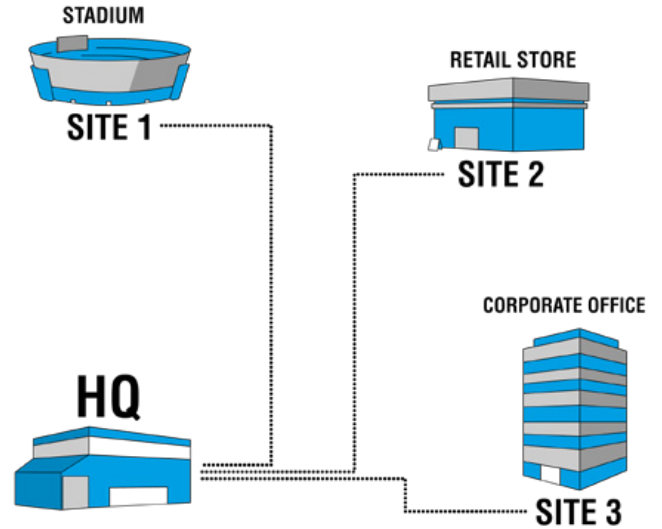


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10

Control multiple stores from a central location

The ability to have complete control over which promotional material is being displayed at each location at a particular time is a marketer's dream. Digital signage allows you to create a campaign and send it to each site from your desk. Staff can compare sales data to content schedules to see which campaigns are working and adjust content accordingly. With the ability to control and schedule marketing messages from one location, the store manager can concentrate on increasing in-store customer service



“ If you have a message you need to deliver, digital signage can do it faster and more effectively than print. ”

5

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SOME FINAL THOUGHTS....

Anywhere you have a marketing message that needs to be delivered, digital signage can do it faster and in a more engaging way. You may have thought that digital signage was a collection of images on a slideshow but it can be so much more. Any businesses can experience a substantial increase in both sales, customer and employee satisfaction by installing even a single screen in your business.

With the success of digital signage internationally it won't be long until most businesses in Australia catch on to what international organisations are already doing and seeing results from. Now is the opportunity to maximise your ROI by adopting the technology before your competitors.

ABOUT THE SPONSOR

Prendi is a full service digital signage integrator which provides content creation, hardware and software procurement, project management/installation, and ongoing content management and support. We work with clients to simplify the world of digital signage with a product range that includes internal & external digital screens in all sizes, video walls, touch screens, audience measurement systems and projection. No matter what size space you have we can tailor a digital signage solution to suit your needs and partner with you to make the entire process as seamless as possible for you.

We have an experienced content team who can create engaging content specifically for digital screens including 3D models, infographics, animations, video and general web content. As the experts in digital content, we ensure it is fit for purpose and that your goals are met. We can utilise your existing assets and tailor it to your digital signage system to ensure the greatest impact.

We provide you with everything you need to capture and hold the attention of your target audience, allowing you to instantly display and update important information based on factors such as your location, time of day or demographics, giving you flexibility, greater ROI and more efficient business communication.

Our team has over 25 years of experience in working with businesses of all sizes to project manage and deliver scalable solutions within deadlines and to budget. Starting the conversation with us can be the beginning to a more efficient and profitable business.

CONTACT DETAILS

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