

eBook

7 Key Components of a Successful Digital Signage Program

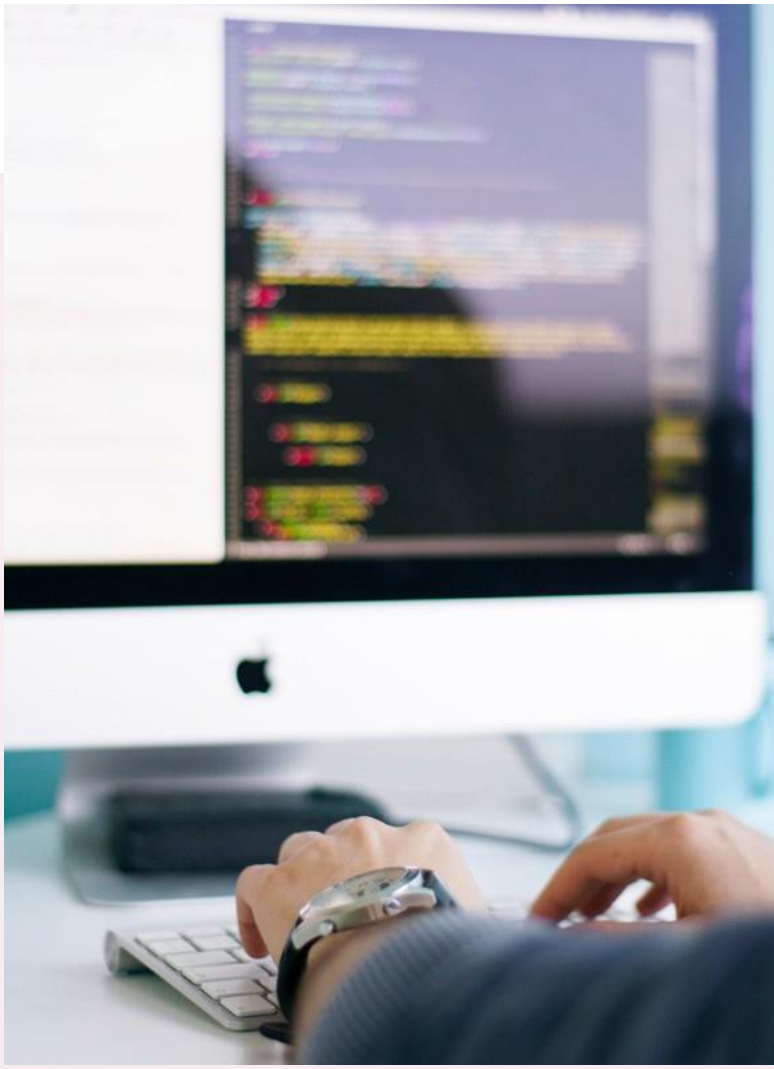
A quick reference guide to create and maintain a successful digital signage program.

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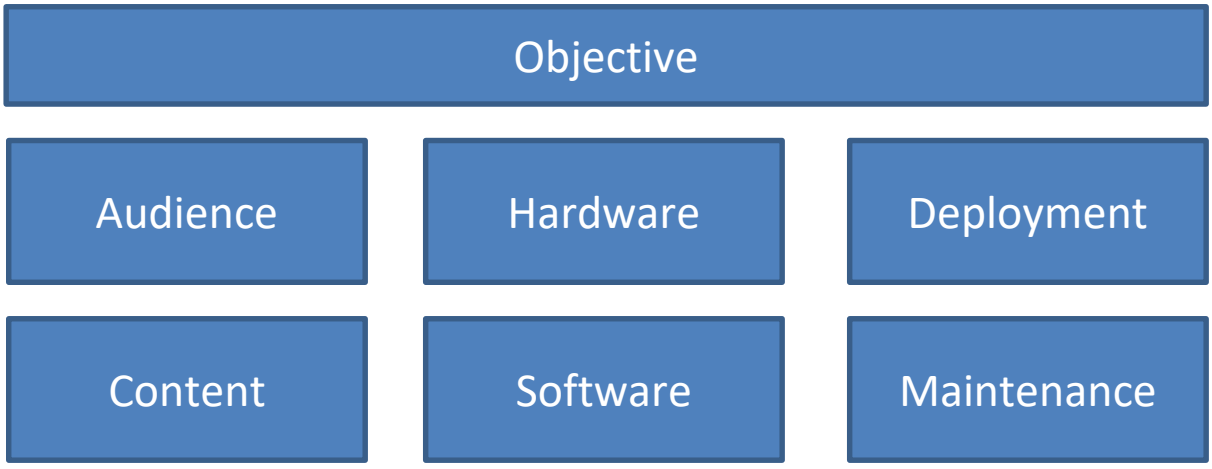
Digital Signage is everywhere.

Thinking of ways to deploy dynamic signs for your office or clients but not sure how to start?

Don’t worry. This guide will frame the 7 key components that you should consider for your deployment.

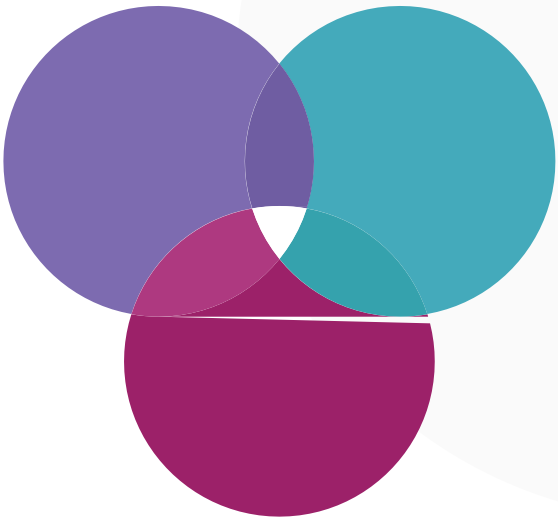
Planning doesn’t need to be complicated but having an overall goal and the answers to these questions will help maximize the reception and usefulness of your digital signage.

Digital signage is a communication tool, just like other communication methods and it’s success lies upon the right audience, message and process.



1. Your Objectives

“If you aim at nothing you will hit it every time.” - Zig Ziglar



That goes true with almost everything.
Digital Signage is no different.

Ask yourself:
Why am I thinking about doing this?
What benefit will it bring me, my organization or my customers?

Examples would be:

- Reducing the frequency of common questions
- Creative and dynamic reminders for my team
- Increase retail promotions at the right time
- Improve visibility to team performance metrics
- Improve safety messaging to reduce incidents

Whatever your reason, set an objective and stick with it to see what messages best work for your audience. Try to stick with no more than 4 so that efforts are focused.



2. Audience

Who will be looking at your sign?
Knowing this answer and crafting the proper message is key.

Key questions you need to answer for this component are:

Who is my audience?

- Customers
- Co-workers
- Visitors

What activity are they doing when walking by or in front of the screens?

- Are they getting ready to order food?
- Are they waiting for a meeting?
- Are they taking a break and in between activities?

What's the intention when they are near the screen?

- Restaurant customers seek out different information at lunch vs. at happy hour
- Visitors of breakout sessions may want granular details of host and agenda.

Is there a problem that they are trying to solve? Is there a solution you can provide help in that moment?

Answering this question can drastically increase the effectiveness of your digital signs and your viewers will tell you about how helpful your signs are.

For example, during lunch at a quick service restaurant, the common problem your viewer desires to solve is finding something appealing to eat.

However, if you take it one step further, many people don't want to read through menu descriptions. The ability to showcase today's special or promotion is proven to increase sales of that item.

Your signage has helped the customer expedite decision making while focusing your sales goals.

That's a win-win proposition.



3. Content

The strength of a Digital Sign is it can be highly contextual to the viewer at the location. Having the right content can be very impactful to your organization, employees, customers.

Pillar Content
Pillar Content is a key message or content you want to push out that has a longer life span. This is the core message that will be based on the audience and context you determined in the previous step.

Leaf Content
Leaf content is content that you can changes around, make updates to make your signs look fresh. This can be simple as Office Updates, Daily News, Local Traffic and Social feeds. The goal is to have something that gets updated fairly regularly to keep your viewers engaged. User generated social content could do well here.

Combination of Pillar and Leaf Content will help you to keep a balance of key messages to be sent, and fresh content to keep your viewers engaged and coming back for more.

Content Calendar
Create a calendar for your signage content, so that your signs stay fresh and updated. Over the long term, it will help keep signage updates organized and reduce daily administrative tasks.

Can you curate the content instead of having to create all by yourself?

If you are a large organization with many signage screens.

- Who else in the organization has messages, contents they need to push out?
- Who else can help you with content creation?
- Is there an existing communication channel, process that you can leverage?
  i.e. existing Tableau, PowerBI, JIRA Dashboards or monthly newsletters that you can create a few highlight slides for

Tools for creating contents
OptiSigns provide a wide range of tools & integrations such as Weather, News, Instagram, Facebook, Twitter, Tableau, PowerBI and more to help with your content automation.

OptiSigns also provides an Editor & Templates so you can create or modify your content quickly.

Many organization still choose to use PowerPoint, Google Slides for collaboration and content creation, then publish to OptiSigns.

With Google Slides, you can share and multiple people can edit the same slides, when changes made, it will be automatically updated on OptiSigns screens.

For royalty-free stock images and videos, unsplash.com and pexels.com are excellence options.

How much is my budget? Do I need Enterprise Grade hardware?

4. Hardware

Pick based on your needs:
How many screens do I need?
Do I need enterprise grade hardware support?
(10,000+ hours continuous running)

Need quick, easy and low cost deployment?
Amazon's Fire Stick is the recommended way to go. You can also buy a SmartTV such as Insignia or Toshiba TV with Fire TV built-in.

Want more enterprise level of control and support?
Raspberry Pi and Chrome Boxes provide good options.

Below is a quick comparison of top digital signage players.

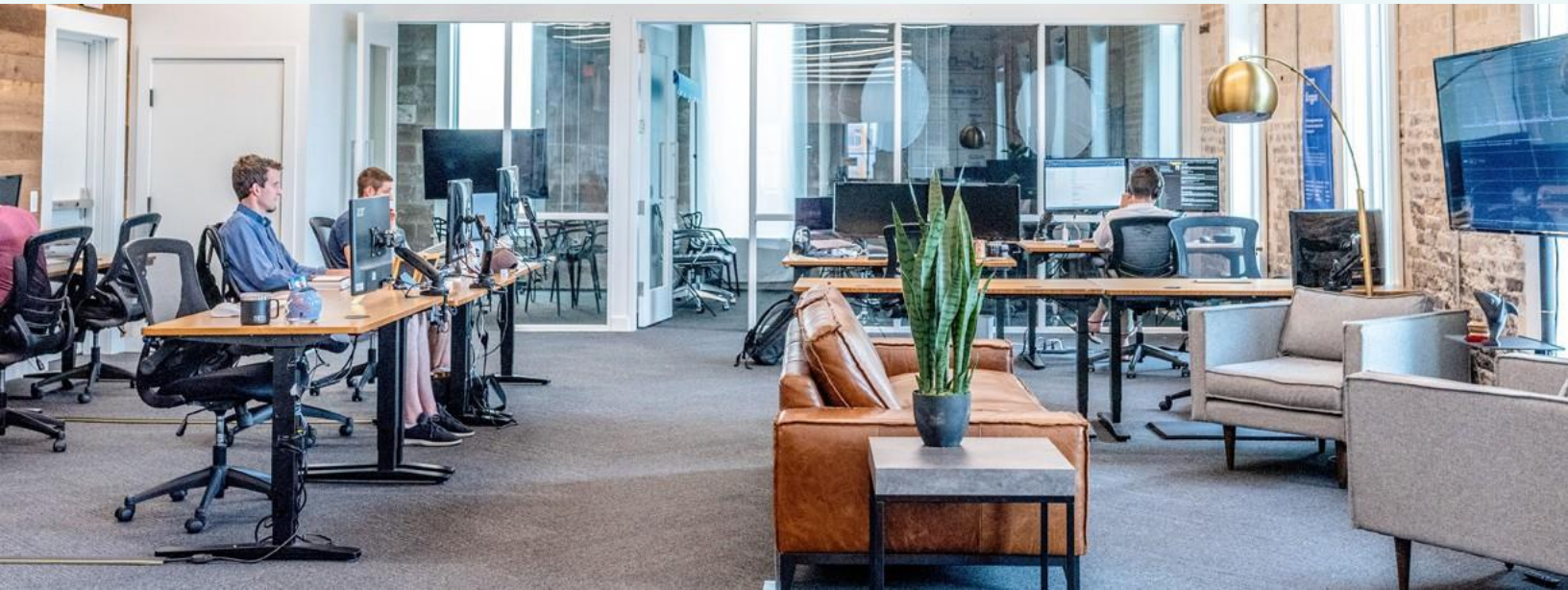
	FIRE TV	RASPBERRY PI	CHROME OS
VERDICT	If you already have TV screens and/or looking for more flexible, solution with more apps supports. Amazon Fire TV is the best way to go. $39.99 - Fire Stick HD $49.99 - Fire Stick 4K	If you already have TV screens and/or looking for more flexible, solution with more apps supports. Amazon Fire TV is the best way to go. $70 - Raspberry Pi Bundle	If you need enterprise, large scale deployment support. Devices can run 24/7 in industrial conditions. Highly customizable. ChromeOS with one of the commercial grade box is the solution. $379 - AOpen ChromeBox Commercial 2
OFFLINE PLAYBACK	✓	✓	✓
4K CONTENT	✓	✓	✓
CLOUD MANAGEMENT	✓	✓	✓
ADVANCED SCHEDULING	✓	✓	✓
PORTRAIT & LANDSCAPE	✓	✓	✓
AUTO START UP	✓	✓	✓
SOCIAL MEDIA APPS	✓	✓	✓
ZONE LAYOUT	✓	✓	✓
ETHERNET	Requires Adapter	✓	✓
ENTERPRISE DEVICE MANAGEMENT		✓	✓

5. Software

Here are the questions you should ask when selecting a digital signage software system:

- What kind of content would I be uploading? Images, documents, videos?
- Do I need a playlist? Or just single static asset?
- Do I need to schedule content far out? Include recurring, overlay schedule for one off events?
- Can I edit content online in the digital signage system if I need to?
- Do I need apps like Google Slides, Instagram, Facebook, Google Reviews, Weather, etc.?
- Do I need to cache content offline incase internet connection is interrupted?
- Will my screens be in landscape or portrait mode?
- Will I be splitting up the screen for different contents?
- Will I be inviting more users from my organization?
- Do I need security to different group of users?
- Is the software easy to use?
- Is there good documentation, guide on how to use the app?
- If I need help and contact support, how quickly and helpful support team will be?

OptiSigns checks all the boxes above and more!
You may not need all of these features, but this provides a point of reference as you review the various software offerings.



6. Deployment

Now that you have a good idea about your audience, the content you'd like to communicate, hardware selection and software solution that provides the best value.

It's now time to start thinking about deployment plan.

There will be several logistical steps involving screen installations, network connections, software setup, etc.

It would be a good to think through what kind of resources and help you need for this. It could be do-it-yourself or local contractors, but the idea is to plan each step out plotted over a window of time.

For 30+ screens across many sites may require a larger implementation partner.

If you need help or recommendation on this, please feel free to reach out. OptiSigns has a nationwide network of installer partners that can help you with most projects.





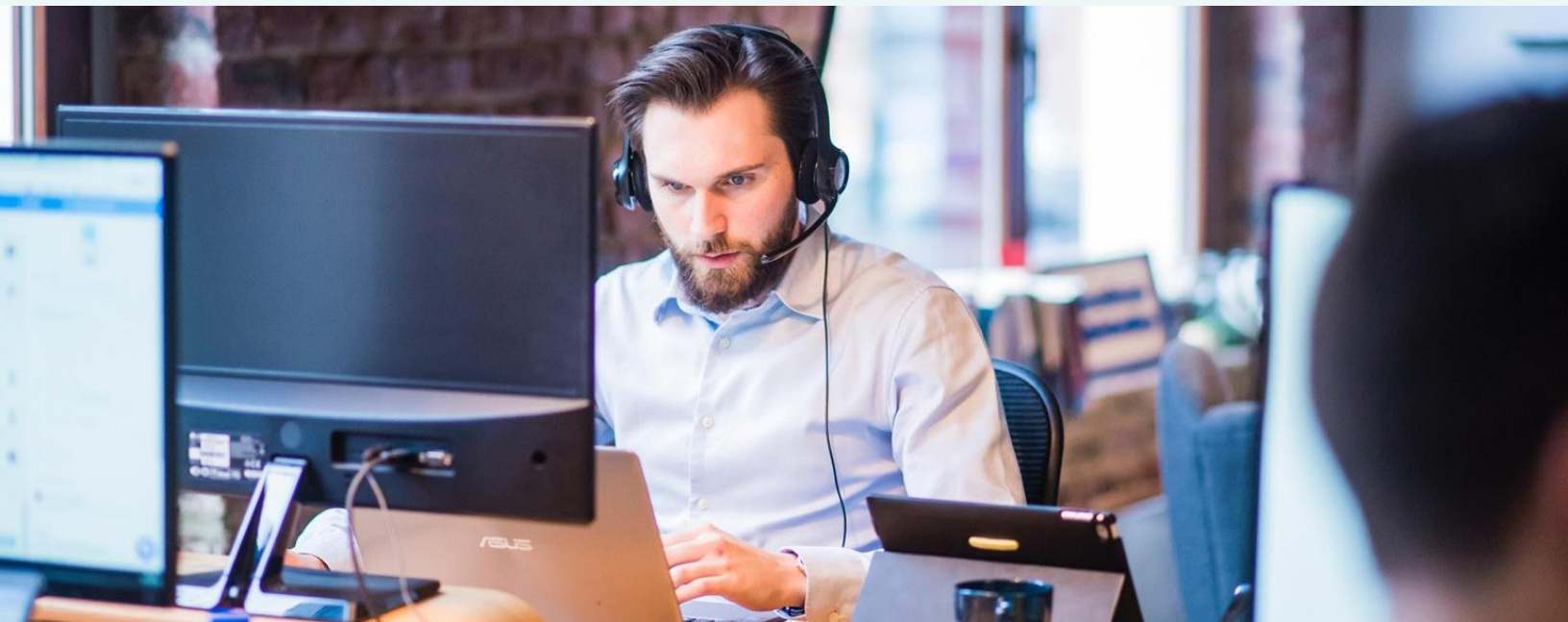
7. Maintenance

Maintenance and support is the crux to keeping your new signage program relevant and dynamic to meet the needs of your audience.

The maintenance plan should provide resources for 2 areas:

1) **Consistent Content Plans.** Identify resources for content creation and scheduling deployment updates. For your “Pillar Content”, gather support early on from key partners within your organization and create or support the messaging efforts that they need. For “Leaf Content”, leverage existing content from your internal news/goals, social media posts, public news, etc. using the apps provided by your software platform.

2) **Troubleshooting and problem resolution.** Sometimes your signs will have issues. It could be issues related to networking, screen hardware, power or software. For those of you with multiple site locations, designate a partner on-site in advance who can provide basic troubleshooting of power, network or simply provide eyes on the situation. In larger deployments, IT should be involved to help provide guidance around rollout and long term support and expectations of these devices.



Closing

Digital Signage can help in a multiple ways to improve communications with your audience but it starts with a plan. Spend some time to develop your 7 components and your signage deployment will be on the right track.

OptiSigns exists to build dynamic visual solutions to transform how organizations attract, engage and delight their audiences.

Try for Free Now!

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