

MOOD:MEDIA

WHAT IS DIGITAL SIGNAGE?

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When we first answered this question a few years ago, we said that digital signage is today's golden ticket to captivating your target audience, elevating your Customer Experience, and as a result, driving greater sales.

We also provided this more literal definition:

To define digital signage, it's exactly what it sounds like - **signage displayed on a digital screen**. You may even hear some people call it electronic signage. Either way, it's the same thing. In lieu of traditional print advertisements, menus, posters

or signs, the digital images that make up the signage (a.k.a. content) are displayed on a high-definition screen, or series of screens.

Content is driven to the screen from a media player (a.k.a. digital signage player) in the same way that your cable box is connected to your TV at home. The media player stores the content that is driven by **digital signage software** that determines how and when content is displayed on the screen.

As we embark upon a new year, both of these definitions are still accurate. However, the truth is that digital signage is so much more now than it ever has been. And in the months and years to come, it will take an even greater role not only in the brand experience - but in the greater human experience as well.

So, what is digital signage in 2021 and beyond - and what are the possibilities for your business with this extraordinary technology? Let's dive in.

1 DIGITAL SIGNAGE IS THE CHAMPION OF OUR ATTENTION

We're incredibly visual creatures by nature. No matter where we are, screens always demand our attention. Just think about how much most of us interact with our smartphones throughout the day. However, even the seemingly gravitational pull of a smartphone is no match for the irresistible appeal of digital signage. It's one of the few mediums that can actually divert our attention away from our hands. As such, digital signage is practically indispensable in today's commercial environments.



2 IT'S A MULTI-PURPOSE BUSINESS TOOL FOR ALL INDUSTRIES

Digital signage is one of the most versatile business tools available. It's tremendously useful across every industry, not just in retail and quick service restaurants. From hospitality, automotive and banking to education, c-store, property management, healthcare, amusement/entertainment and museums, every type of business from any industry can realize **multiple benefits** from the use of digital signage.

Additionally, digital signage offers unmatched versatility and utility within each industry. Yes, it's an incredibly effective tool for driving revenue and promoting your business in some manner, but digital signage can do so much more.

An easier way to think about the possibilities with digital signage is to consider your business objectives and who you're trying to reach. For example:

INDUSTRY	AUDIENCE	OBJECTIVES	POSSIBLE APPLICATIONS
Retail	<ul style="list-style-type: none"> + Customers in-store + Passersby + Staff 	<ul style="list-style-type: none"> + Drive sales + Bring shoppers in store + Boost brand loyalty and interaction + Provide training + Enhance internal communications 	<ul style="list-style-type: none"> + Digital Signage (internal and external-facing) + Video Walls + Interactive Touchscreens
Banking	<ul style="list-style-type: none"> + Customers 	<ul style="list-style-type: none"> + Promote services + Inform and educate 	<ul style="list-style-type: none"> + Digital Signage + Interactive Touchscreens
Hospitality	<ul style="list-style-type: none"> + Guests + Staff 	<ul style="list-style-type: none"> + Distinguish your brand + Boost guest loyalty/encourage repeat bookings + Increase guest spend + Train and inform staff 	<ul style="list-style-type: none"> + Digital Signage + Video Walls + Interactive Kiosks
Property Management	<ul style="list-style-type: none"> + Tenants + Guests 	<ul style="list-style-type: none"> + Provide wayfinding + Enhance the appeal of your property + Boost the value of your units 	<ul style="list-style-type: none"> + Digital Directories + Digital Signage
C-Store	<ul style="list-style-type: none"> + Customers + Staff 	<ul style="list-style-type: none"> + Drive sales + Promote loyalty programs + Bring fuel customers in-store + Promote kitchen items + Train and inform staff 	<ul style="list-style-type: none"> + Digital Signage + Digital Menu Boards
All Industries	<ul style="list-style-type: none"> + Customers + Staff 	<ul style="list-style-type: none"> + Generate trust and assurance + Provide social distancing guidelines + Highlight cleanliness efforts + Train and motivate employees 	<ul style="list-style-type: none"> + Digital Signage

These are just a few examples of the many possibilities. Once you understand your objectives, the best digital signage providers will be able to work with you to identify specific applications and develop content to meet your business needs and budget.

3 IT'S A CRITICAL COMPONENT OF SAFETY AND ASSURANCE

The last row of the table above highlights one of the most relevant purposes of digital signage. Simply put, digital signage is critical to providing customers and employees with assurance that your business is taking the appropriate measures towards cleanliness and social distancing. It's also instrumental to those efforts, as it's more effective and efficient than print signage at captivating your audience and communicating important messaging rapidly at scale. Content can include social distancing best practices, reminders to wear masks, where to find sanitizing wipes, and employee recognition, to name a few examples.

To learn more about how digital signage can assist in your assurance and cleanliness efforts, read [The Value of Digital Signage During COVID-19 & Beyond](#).

4 DIGITAL SIGNAGE IS A BOON TO COST-REDUCTION EFFORTS

Digital signage is one of the best investments you can make to reduce costs. In addition to reducing associated costs of print materials and shipping, digital signage also enables you to reduce the amount of time spent on hanging and removing print.

Speaking of time, an effective digital strategy can create many more efficiencies and reduce labor hours. Strategic digital messaging can inform and guide customers, helping reduce dependence on staff and/or enable existing staff to spend more time in more valuable and productive areas.

Additionally, digital signage helps you communicate with your team quickly and at scale. Most digital signage solutions are



supported by a robust online content management system (CMS) that provides you with enterprise-level control of all of the screens across your footprint. As a result, you can provide training and safety information to your team no matter where they are. You can also feature different team members and highlight employee achievements to further boost morale and improve employee retention - helping you reduce hiring, training and onboarding costs.

5 DIGITAL SIGNAGE IS A STANDARD

Digital signage has advanced well beyond trend status - it's expected in today's Customer and Employee Experiences. More and more businesses across all industries and around the globe are finding ways to leverage this technology and drive positive business results. Those businesses that don't adopt digital signage will be left behind - not only in how they're perceived, but also with respect to operational efficiency.

START NOW

No matter what industry you serve, it's in your best interest to incorporate digital signage into the growth model of your business - especially if you have yet to adopt it. Starting small and scaling later is always a smart strategy, but now is the time to begin if you haven't already. Your digital signage strategy will likely take time to fully develop and refine, so the sooner you implement and test, the sooner you'll begin to yield positive business results.

For more information on digital signage, visit <https://us.moodmedia.com/sight/digital-signage/>.