

# 10 STEPS TO PLANNING YOUR DIGITAL SIGNAGE SYSTEM

The more you can cover in advance, the fewer surprises and unexpected costs and delays down the road. You need to do some planning before you install a digital signage system and these steps will help:

- 1 GET THE RIGHT PEOPLE INVOLVED**
  - . Identify one technical leader – this will be someone in your IT department.
  - . Identify one content leader – this will likely be someone in Marketing or Communications with an eye for design and an understanding of what type of information you want to publish for your audience.



- 2 AGREE ON YOUR GOALS**
  - . Nail down what you want to achieve with all stakeholders.
  - . Talk to your HR and communications managers, department directors and executives to get their input.
  - . Write these down in as much detail as possible because it'll help you measure your return on investment later.



- 3 IMAGINE HOW YOU'LL USE THE SYSTEM**
  - . Draw out workflows for how the system will operate within your organization.
  - . What departments will contribute content and manage the system?
  - . Where will the hardware live and who maintains it?



- 4 PLAN YOUR CONTENT**
  - . The type of content you want to show will determine where you show it.
  - . List the types and sources for communications you'll want to publish.
  - . Consider any data integration or applications you'll want to tie into the system.
  - . Think about using communications you already have as a starting point.



- 5 CONSIDER CREATIVE**
  - . Do you have in-house designers? If not, you may need to budget for creative help.
  - . Consider touchscreens for wayfinding, donor boards and other interactive content.
  - . Think about brand standards, and how you'll set up screen layouts and templates.

- 6 PLAN YOUR POLICIES**
  - . Determine who can contribute content, the hierarchy and approval process.
  - . List basic branding criteria, formatting rules and policies.
  - . If you're using the system for emergency alerts, create a separate policy.



- 7 MAP OUT YOUR SCREENS**
  - . High traffic areas are best for digital signage displays. (Don't let wiring dictate placement.)
  - . You can mount small displays in cubicles, library stations, or even cafeteria booths.
  - . Will you want to show messages on websites, desktop screensavers or mobile phones?
  - . Consider digital room signs for conference room management.
  - . Will any screens use audio for videos or streams?
  - . Don't forget about ADA compliance.



- 8 CHECK THE SPECS**
  - . Evaluate and choose vendors for your digital signage system.
  - . Involve an experienced digital signage AV/IT integrator, and ask them to review your plans.
  - . Review technical specs and requirements to make sure the system meets your needs.

- 9 WRITE A PROJECT PLAN**

Your plan should describe the key action items, timeframes and resources:

  - . the location of displays and which screens will show what
  - . a budget for installation and ongoing expenses
  - . potential revenue sources like advertising
  - . IT issues like connectivity, network and security policies
  - . support options for maintenance and upgrades



- 10 CONSIDER A PILOT**
  - . Test equipment, processes and content on a small-scale before launching across your entire organization.
  - . Lower risks across the board by evaluating goals and resources in a controlled environment.
  - . Increase stakeholder buy-in through participation in the pilot, adjustment and final roll out of the system.



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For more information about **digital signage** solutions, contact us.

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800.572.4935  
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