



12 IDEAS for CONTENT on RETAIL DIGITAL SIGNS

Four out of five brands notice a **33% increase in sales** after adopting digital signage.
Here are 12 ideas for digital retail signs you can use to boost sales and improve the in-store experience:

Your product: The most obvious thing to share on screens is the products, services or experiences you offer. Use short descriptions and enticing visuals.



Your brand: Promote your brand story to reinforce your mission, values and community. Share employee insights. Be transparent and inclusive.



Digital coupons: Give people a digital code to use at checkout for a reward or discount. Limited-time offers create a sense of urgency that drives sales.



Online reviews: Bring the online experience to your in-store screens. Show testimonials and reviews to mimic online shopping and build trust.



Interactive options: Let people use touchscreens to sign up for loyalty programs and exclusive offers, and take polls and surveys.



Self-service kiosks: Reduce wait times and give customers a sense of control over their experience. This frees up staff for more personal service.



Your story: Use storytelling techniques to deepen the customer relationship to your products and brand. Focus on benefits instead of features.



Special offers: Advertise special offers, sales and discounts. Showing a countdown on digital retail signs can prompt bargain hunters to act fast.



Traffic targets: Show different content on different screens to prompt buyers to visit other areas of your store, driving traffic where you need it.



User-generated content: Prompt visitors to post selfies, reviews, thanks to staff and more using a social tag. Display social posts in real time.



Wayfinding & directories: if you have a large venue, help people navigate to stores, departments and other common destinations like restrooms.



POS ads: Show point-of-sale ads at checkouts to encourage last-minute purchases, enrollment in loyalty programs and special offers.



Transform the way you **engage your customers.**

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

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