TO GUARANTEE PEOPLE LOOK AT YOUR DIGITAL SIGNS

The first step to engagement is attracting attention. If your viewers don't look at the screens, you've missed an opportunity to engage them. In just six steps, you can guarantee they are always interested in what's on your screens:

06

01



Call to Action

You don't just want your audience to see messages, you want them to react to them in some way. Include clear directions in your messages, so they know how to get more info, take the next step or give feedback

Design Beautiful Content

Good content means attractive, clear messages that grab attention, are easily understood, and motivate people to do something. Be fun and creative in your designs, and include motion whenever possible to catch the eye.

05

Limit Playlists

Since your audience is on the move, you can't expect them to see every item in a thirty item playlist. Keep your playlists small and show messages more frequently so they get as much exposure as possible.







Show Something New

We all ignore that poster from six months ago, and it's no different with digital signs. People will look for new information, and if they don't see it each time they tune in, they'll eventually tune out.

02



Use Visual Hooks

Show date and time, weather, breaking news and event schedules. As people rely on your digital signs for this information, they'll tune in more frequently to see these items, and see your other announcements as well.



Moving things around on screen is a great way to catch the eye of passers-by. Even if your playlist isn't changing, moving it around on screen can "trick" viewers into believing they're seeing something new so they pay attention.



03



Transform the way you engage your audience.

For more information about digital signage solutions, contact us.

Result of the contract Visix 800.572.4935 www.visix.com