

9 EASY STEPS

TO BUILD A DIGITAL SIGNAGE

Content Plan



Every communication should have a goal and a way to measure success. But if you're creating messages on the fly, how can you think strategically? Use these 9 tips to build a digital signage content plan to save yourself time and improve audience engagement.

1 PREP



DO SOME HOUSEKEEPING

- . Review your content contributors – managers, approvers, users, orgs & suborgs.
- . Update your software to see what's possible with new features.

2 AIM



REEXAMINE YOUR GOALS

- . Are they the same as last year? (They shouldn't be – all organizations evolve.)
- . Use a fresh eye to decide if you're measuring the right things.
- . Create a list of calls to action in your policies to make it easy for creators.

3 LOOK



REASSESS YOUR AUDIENCE

- . Have their demographics or preferences changed?
- . What new technology or trends might affect the way they view communications?
- . Can you localize, gamify or personalize more than you have in the past?
- . Ask them – not just bulk surveys, but at the team level and one-on-one.

4 LEARN



BUILD ON WHAT WORKED; SCRAP WHAT DIDN'T

- . Clean out old content and artwork. Old messages may inspire new ideas.
- . Redesign anything that's evergreen. Use new imagery to recapture attention.
- . Refresh your layout designs. Even moving your logo can make it look new.

5 FILL



START A CALENDAR

- . This lets you visualize where the holes are in your schedule.
- . Color code for different content buckets – playlists, departments, topics or type.
- . Mix and match to make sure there's wide variety of content.

6 START



START WITH THE EASY STUFF

- . Always on screen – weather, date/time, events, directories, etc.
- . Birthdays, anniversaries, trivia, motivational quotes.
- . Any weekly or monthly messages like recycling, DEI, wellness reminders?

7 BOOK



START SCHEDULING CREATIVE TIME NOW

- . Get projects on designers' calendars ASAP, and discuss content goals with them.
- . Create and schedule in batches whenever you can.
- . Automate everything you can with data widgets and subscription feeds.

8 SHARE



SHARE THE PLAN

- . Share your calendar so people see the big picture.
- . Update your policies – include a mission statement for your digital signage.
- . Refresh your team's training.

9 ASSESS



EXECUTE AGAINST GOALS

- . Measure success for your calls to action.
- . Survey your audience to see if the quantity and quality is good.
- . Adjust your strategy as you go.



Transform your audience engagement.

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

Contact Visix

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