

COMPLETE GUIDE TO CREATING A DIGITAL CONTENT STRATEGY



When you implement digital signage effectively, it can do more than increase brand awareness. Using digital signage, you can measure and achieve boosted traffic, the success of new product promotions, and create a better experience for patrons. However, not every project will require the same methods, nor will they always yield the same results. It is critical to building a strategy for your digital content so you can stay on target with your communication objectives.

As an expert in the field, REACH has seen thousands of digital signage strategies used. With over 17 years of industry knowledge, REACH has crafted an effective approach to digital content. This article will detail how to identify key factors to a successful campaign.



IDENTIFY YOUR GOAL

An effective strategy contains a straightforward, easy-to-understand, and often measurable goal. Vague objectives like "Boost engagement" can spiral into multiple directions and become messy. More specific goals will keep your team focused and allow a streamlined thought process when defining your campaign tactics. Below are some common examples of employing a digital content strategy.

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| Increase Web Traffic | Sell More Products |
| Boost Morale | Improve Loyalty Program |
| Inform on Policy Changes | Increase Brand Awareness |
| Announce New Products | Gain Social Media Followers |



KEYS TO SUCCESS

Once you have your goal, you can determine what factors will measure your success. This comes in the form of your Key Performance Indicators. URL clicks, Google searches, QR code scans, and other calls to action can help measure your quantifiable goals. On the other hand, company polls, surveys, and social media feedback can help you measure non-quantifiable KPIs, such as desired actions or behaviors.

Keeping these KPIs in mind as you move forward with your digital strategy will help keep your campaign focused. Knowing what you are working to change will make it easier to create campaign materials that work toward that objective.



GET STARTED

Keeping your KPIs and objectives in mind, you can now begin to brainstorm how, when, and where you will employ your tactics. As you become more comfortable with digital software, you can experiment with more advanced techniques and strategies. At REACH, we evaluate the digital signage landscape regularly to keep up with the latest trends. Visit our website now to learn more, and contact us with any questions or concerns.



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