

How **Digital Signage** Impacts Business



Introduction to Digital Signage

The term “digital signage” is still making its way into mainstream marketing, but it’s already shaping the way many businesses craft their marketing strategies and communicate with their customers and their employees.

Digital signage is the use of an electronic display, such as a television screen, to create signage rather than printing it. That may seem simple in concept, but it’s powerful in execution. You don’t just want to grab customers’ attention; you want to grab it and hold onto it. In today’s world, with constant innovation and technological advances, digital is the way to command attention and keep it.

At truDigital, we make it easy to use digital signage to motivate, inspire, and engage. Whether you’re looking for a way to communicate and engage with your employees or increase sales by marketing to customers, digital signage is the perfect solution.



The Problem

The Drawbacks of Print

In marketing, print has been king for a long time. But while print still has its place, it's not the leader it once was. Today's consumers are tech-savvy and accustomed to having real-time, up-to-the-second information at their fingertips. Their eyes are drawn to screens rather than paper. They simply don't respond to print advertisements and signage the way they respond to digital messages. According to an Intel Report on a Field Trial of Anonymous Video Analytics (AVA) in Digital Signage, animated digital content consistently attracts 4 to 6 times the number of viewers compared to the equivalent static posters. In addition, the exposure time of the digital signs is substantially longer.¹

Printed signage can also be a serious financial investment. Initial prices may seem low, but by the time you pay for printing, shipping, and labor, the costs really add up. And once something is printed, it isn't easy to update it without reprinting the entire thing. That leaves many businesses facing the gut-wrenching decision of leaving incorrect information in place or paying for printing, shipping, and labor all over again.

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Troubles with Communication

Communication is an essential part of any business, but that doesn't mean it's always easy. From the moment your customers wake up to the moment they fall asleep, they're bombarded with people, companies, and advertisements vying for their attention. Research suggests that we've gone from being exposed to about 500 ads a day back in the 1970s to as many as 5,000 a day today.² Even the best messages can go unnoticed in the never-ending sea of data that washes over consumers every minute of every day.

Of course, it's not just customers that deserve better communication. Workplace communication can be a particularly difficult challenge. With today's busy schedules and crowded inboxes, reaching employees with everything from clear project instructions to critical safety information can be hit-or-miss at best. The fight to accurately and efficiently communicate with an entire staff can derail companies' goals and introduce unnecessary confusion into the workplace.



The Solution

Digital signage is the perfect solution for any business looking to step up its marketing game, enhance their communication strategy to be more agile, and brighten up their workplace.

Eye-Catching Marketing

Digital signage makes any business stand out from the crowd. It offers unparalleled high-quality images, brightly-colored advertisements, and the opportunity to show off a brand's personality. It's easily customizable to fit any company's unique needs, so no matter what industry and demographic your business falls in, digital signage will create a marketing experience unlike any other.

Dynamic, Ever-Changing Messaging

Once something is printed, it's difficult to change. That's not true for digital signage! Digital signage can be updated on the fly, so you can pinpoint your messaging to fit your audience in real-time. And because digital signage is cloud-based, you can have hundreds of screens all over the world and update them with just the press of a button.

Employee Satisfaction

Many businesses invest in digital signage as a way to communicate with their employees, and it can have a powerful impact on your workplace. In just seconds, digital signage allows you to convey essential information, celebrate employee accomplishments, share motivational content, and keep your team members excited and engaged.

Compared to employees without access to digital technology, employees who work in a fully enabled digital workplaces are:

- 51% more likely to report strong workplace satisfaction
- 60% more likely to report motivation in the workplace
- 91% more likely to praise their company's vision ³



The truDigital Difference

How Our Digital Signage Works

Digital signage is the future, and at truDigital, we have everything you need to make it a part of your business. It starts with the hardware. Your digital sign player will come pre-activated with everything you need to get started. All you need to do is plug it in, hook it up to a TV, connect to the internet, and you'll be up and running.

Next comes the creative part: customization! Simply log into your account and choose from dozens of apps. You can do everything from display the local weather to customize a message celebrating your employees' latest accomplishments. You can make changes to any number of screens anywhere in the world in seconds.

Finally, it's time to enjoy! Sit back, relax, and relish that it took just a few minutes to take your signage game to the next level.

How Our Team Works

Now you know how the technology works. But at truDigital, we don't just create digital signage solutions. We create relationships. From the first day you contact us to learn more about incorporating digital signage into your business, you'll be connected with a real person who will be your partner in your journey to take your business to the next level.

We offer unlimited training and support. Whether you have one question or one million, the truDigital team is here to support you. Need help troubleshooting your digital sign player? We've got you covered. Not sure which apps will best help you reach your goals? Our experts have great advice. Wondering which TV is the best option for your digital signage? You guessed it—we can help you decide. Because we provide unlimited support, you never have to worry about trying to solve problems on your own. We'll be with you every step of the way.

“

The customer service support at truDigital is amazing. From sales to IT issues, we had someone hand hold us as we used the program.

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Shauna H.



Conclusion

Digital signage is truly the way of the future. It's an eye-catching, dynamic, and easy-to-update way to communicate with your customers, your employees, and the world as a whole.

If you're ready to take your first step into the future and learn about how digital signage can help you transform your business, we're ready to help you! Contact our truDigital team for an obligation-free discussion about your signage needs by calling 1-801-210-6533. We can't wait to hear from you!

Get Started today at
trudigital.com

Or Call us at
801-210-6533

Sources

- 1 <https://www.intel.com/content/dam/doc/white-paper/digital-signage-core-ava-field-trial-paper.pdf>
- 2 <http://www.cbsnews.com/stories/2006/09/17/sunday/main2015684.shtml>
- 3 <https://news.arubanetworks.com/press-release/beyond-productivity-human-side-digital-workplace-quantified>