

datmedia

The Digital Signage Playbook

Power your in-store campaigns
with smart digital signage

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Contents

The digital signage roadmap 04

Introduction to the Playbook 05

IT 06

Marketing 08

Property & Operations 12

Senior Management 14

Summary 15

"We use digital signage to connect with our customers and streamline our communications.

Jane Calder
General Manager (Marketing)
Heritage Bank

The digital signage roadmap

01 Design

- Content strategy
- Tech solution design
- Business case

02 Source

- Supplier vetting
- Stock availability
- Purchase options (CAPEX / As a Service)

03 Install

- Pre-works
- Mounting & finishes
- Commissioning

04 Maintain

- Device monitoring
- Content management
- On-site & remote service

05 Support

- Reliable tech support
- Warranty claims
- Content production & scheduling



Hi there!

Thinking about digital signage for your business?

Smart move, because a robust digital signage system is the ticket to bringing campaigns to life, converting foot traffic, and driving sales.

But there's so many moving parts to a project like this.

To make it a success, every decision you make needs to be on-point.

You need buy-in from the key stakeholders and departments.

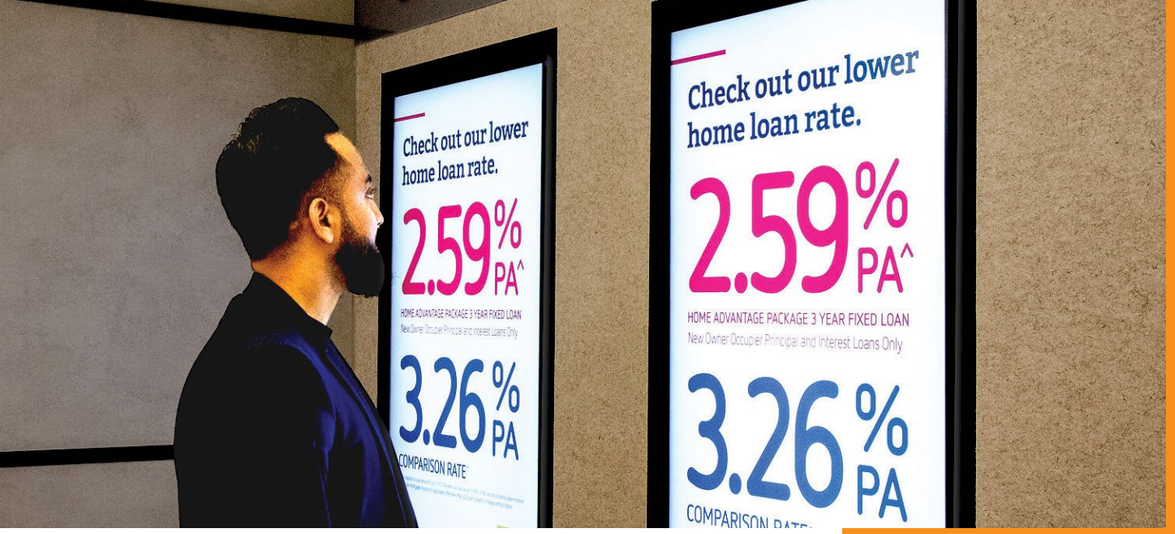
You need strategy and a holistic understanding of what's involved at every step of the digital signage journey.

There's a lot to do. **That's why we created this Playbook.**

After 20 years of helping brands get their messages out, we know a thing or two about top notch digital signage.

Broken down by department, this Playbook equips you with an understanding of common project problems (and how to solve them).

Let's dive in.



IT

The problem

Imagine this... you've gone to the trouble of sourcing screens, media players, and software for your business's various sites. You've finally gotten everything hooked up – only to find out that your tech isn't compatible.

Now, let's say with some serious resourcefulness and determination, you find a way to get all the equipment playing well together. Presto! You've solved it.

That is, until one day, a screen goes blank.

You need some help – but who do you call? Your screens, media players, and software have all come from different providers. Sure, you *could* get all your providers on the case, but coordinating them all soon becomes a job (and a headache) in itself.

TIP

If you have legacy media equipment on hand, you don't necessarily need to start fresh. Your existing clunky tech can potentially be easily and cost effectively updated with a modern cloud-based operating system perfect for digital signage saving significant budget and resources.

The solution

Save yourself the stress. By reducing the variables, you reduce the risk (and the workload).

Here's how to do it:

Have one partner who can own the solution

For maximum uptime, you need an experienced partner who can solve problems before they arise. Having one port-of-call also makes it easy for your team to know what to do if support escalation is needed.

Pare back the tech

Think you need an external media player? Think again. Today, most commercial displays come with an in-built media player. If your software is compatible, this means you'll have one less potential failure point *and* reduced hardware costs.

Have your warranty claims handled by the experts

There's more to warranty claims than you might realise. You need to prove the fault to the manufacturer, manage the paperwork, coordinate technician site visits, and manage the tech recommission. To reduce unnecessary downtime, all of this needs to happen as quickly and effectively as possible – which is why it pays to have an experienced partner handle it on your behalf.

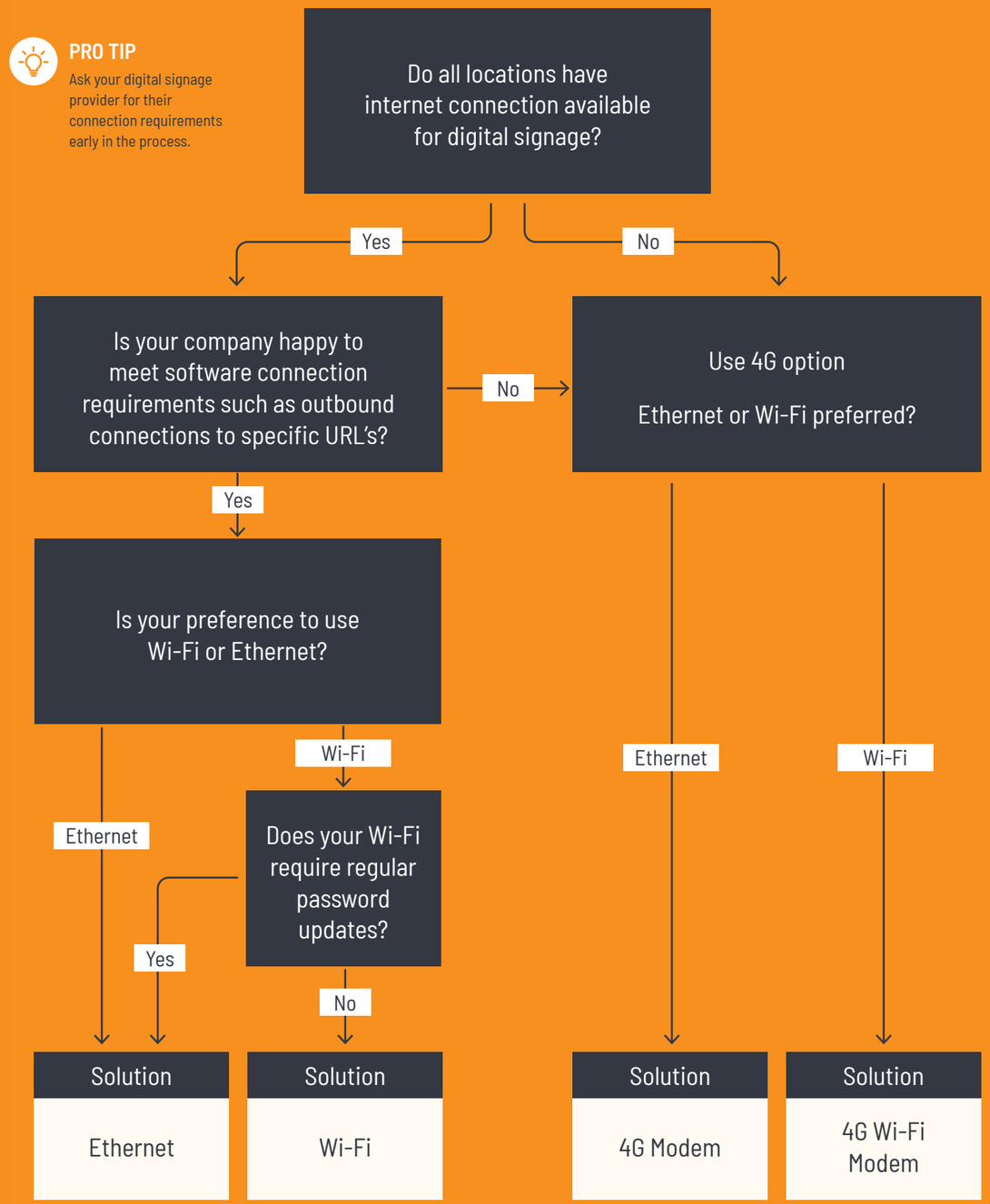
Find your data connection point

All the bells and whistles won't mean a thing if you can't connect.

Use this chart to find your fit.

PRO TIP

Ask your digital signage provider for their connection requirements early in the process.



Marketing

The problem

Getting your digital signage infrastructure set up is only half the battle.

The other half is making sure you can quickly and easily update the messages you're sending out to the world.

DIY solutions that require manual content updates offer zero flexibility. And clunky content management systems (CMS) can make you question whether the juice is worth the squeeze. We weren't satisfied with the existing content systems. So we made our own – specifically with marketing teams in mind.

The solution

We built our custom CMS specifically for the marketing teams heading up multi-site businesses. Got different campaigns running in different locations? No problem. Want to share different messages at different times of day? Easy. Our CMS allows you to have complete control over where and when your content is displayed.

TIP

Need data to support your campaign investments? CMS reporting can show the location, timestamps, and type of media played at each site.



Put your content on autopilot

Our custom CMS allows you to schedule your content to automatically update based on the time, date, or location. *Like this.*



Integrate an API for automated real-time content updates. *Like this.*



Your content strategy

To get the best out of your digital signage, start with your content strategy first.

By developing a content strategy that aligns with your customers' journey, you'll be able to ensure the type, position, and size of screens support a cohesive story.

Here's some ideas to get you started:

Step 1: Appeal to foot traffic

Content

1. Promotional offers
2. Continuation of omnichannel campaigns to drive action
3. Localised content e.g. feature local produce or team

Placement

- Outdoor signage
- Front window signage

Step 2: Influence shopper behaviour

Content

1. Highlight featured products/services
2. Site-specific events e.g. tastings, appointments
3. Endless aisle virtual browsing

Placement

- Indoor signage
- Indoor video walls and LED
- Touch screen kiosks

Step 3: Create connections

Content

1. Invite customers to join your loyalty program
2. Encourage customers to engage with social channels
3. Use QR codes to connect customers with your mobile offers

Placement

- Front window signage
- Indoor video walls and LED
- Touch screen kiosks

Turn your signage into revenue generators

Digital signage allows you to broadcast your own branded content, but did you know you can also use your screens to generate revenue?

Many of our retailers use a blended content strategy to share their own branded content and host paid advertisements from their suppliers.



When executed well, the paid content is presented within your brand guidelines, ensuring a cohesive experience for your customers and generating demonstrable exposure and sales spikes for your suppliers - a true win-win.

Property & Operations

The problem

If you've coordinated a digital signage project in the past, you'll know just how much there is to it. You'll also know how disruptive it can be when things go wrong.

Some of the most common complaints we hear from Property & Ops teams are:

- **Disorganised suppliers** resulting in undue stress and wasted time.
- **Ongoing tech issues** that take a toll on the brand's image and the team's workload.
- **Small details continually being neglected** which means either a poorly finished product or continuous site visits from IT.

The solution

Our team has been specifically assembled to take care of your entire digital signage project. From the initial design phase, to project managing your install (and beyond), we've got you covered from start to signage.

Here's how we help:

01 Design

We tailor solutions that suit your sites, needs, and stakeholders.

02 Source

We source commercial-grade equipment from our trusted suppliers.

03 Install

We project manage your install, working alongside your team and trades.

04 Maintain

Our tech support team takes care of maintenance to keep your devices powering on.

05 Support

Anytime, anywhere – our local team provides ongoing tech support, as you need it.

The biggest myths – debunked

Myth: Get the screens up, then sort out the content

To save time and undue stress, get your brief from marketing before you even think about hardware. All too often, the property/ops teams fit screens to meet a deadline, only to realise that:

- The screen placements don't make sense for the customer journey.
- The screen dimensions don't match the content.

All of this puts massive pressure on busy marketing teams to quickly churn out new assets.

If you want to do it right, make sure content comes first.

Myth: LED signage is expensive

Nowadays, large format LED signage is more affordable than you think. In many cases, LED signage can be more cost effective than video walls. Generally, they're also brighter, more reliable, have less of an environmental impact, and offer better configuration flexibility.

Myth: Any screen will do

Just like refrigeration, vehicles or floors, there is a big difference between products designed for personal use and those designed for commercial purposes.

Investing in commercial-grade equipment means:

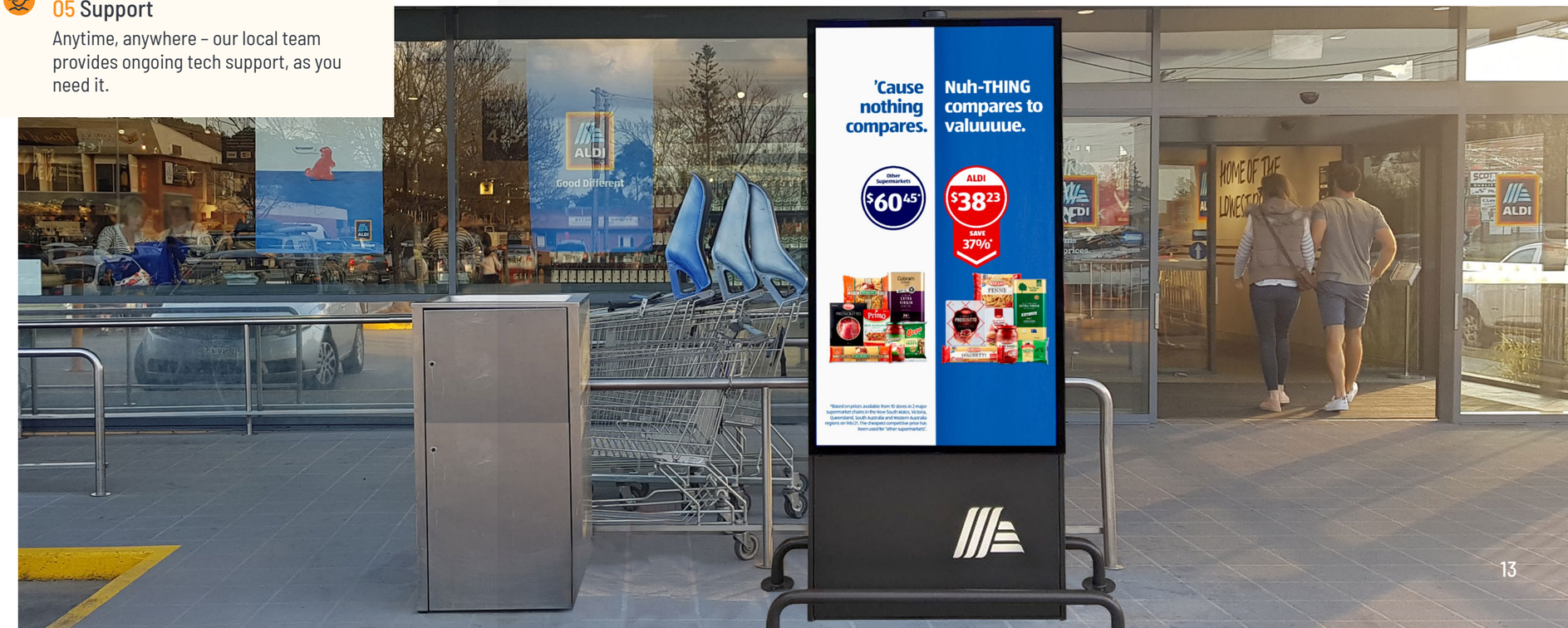
- Brighter, longer-lasting screens.
- They're compatible with your software.
- You don't void your warranty using consumer screens for a commercial use case.

Myth: Digital signage is bad for the environment

You might be surprised to hear that digital signage is a more sustainable solution than traditional paper signage. Modern LED and LCD screens have low energy requirements, making them a clean, green, cost effective option.

TIP

For more environmentally responsible signage, choose a solution that allows you to remotely schedule 'off' and 'low energy' periods.



Senior Management

The problem

Over the years, we've heard all the digital signage horror stories. We've worked with senior management teams who, before meeting us, were stung by the high cost of inefficient digital signage. Their first question is usually: how can you demonstrate an ROI for digital signage?

The solution

Like any technology, the secret to a successful digital signage network is investing the time upfront in a thorough implementation.

And often, the difference between a business that has unlocked the value of digital signage and one that hasn't – is getting the right commercial model in place.

Ask yourself (and your team):

1. Does it make more sense for us to own the screens or pay to use them?
2. Do we prefer a comprehensive monthly arrangement or transactional 'do and pay' approach?

To uncover the true ROI of your digital signage, you first need to choose the right commercial model for your business, then boil those numbers down into digestible 'per site per month' figures.

Need a hand finding the right commercial model for your business? We're here to help. As your partner, we take the time to work with you to weigh up your business's needs and find a scalable solution that fits.

TIP

Budget maxed? Use screens as-a-service instead of buying them. Our CAPEX-friendly as-a-service plans mean you get to use screens for a 5-year term. Plans include all equipment, installation, capped support costs, and no nasty surprises. At the end of your term, choose to extend, purchase, upgrade, or exit.



The digital signage checklist

Kicking off your digital signage project? Use this checklist to make sure you've got all bases covered.

- [ ] Content strategy
- [ ] Tech solution design
- [ ] Legacy technology plan
- [ ] Operational SOPs
- [ ] Installation requirements
- [ ] Equipment lead times
- [ ] SLA documents
- [ ] OH&S compliance
- [ ] ESG consideration
- [ ] User training
- [ ] Warranty coverage
- [ ] Technical support coverage

A final note

There's a lot that goes into creating a digital signage system that works across your various locations. From managing the installation, to coordinating the various departments – not to mention getting stakeholder sign-off at every step in between.

We hope this Playbook has helped you get a holistic understanding of what's involved in the digital signage journey.

And if you'd like to learn more? We're here to help.

Low Cost Pilot Offer



We've made taking the first step into digital signage easy. Our Low Cost Pilot Offer lets you road test equipment and content management software for a fraction of the usual price.

FIND OUT MORE

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Not sure where to start?

That's ok, because our experienced team is ready to help you. No question is too big or small. Give us a call.

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