

Content that converts: 4 ways to power up your digital signage



Less Fussing. More Flashing. *Cash that is.*

Yes, you want your screens to look slick, catch attention and seize opportunities.

But content creation can go *bow-bow* when your screens don't convert.

Good news: we've lived and breathed digital signage since 2012.

Day in, day out, we help customers get results in a flash.

Skip the trial and error designs, live mistakes and signage blunders.

Instead, swipe our best practice bundle, tried, tested and proven.

Here you'll be privy to how to create digital signage that:

- | | |
|---------------------|----------------------|
| Increases purchases | Boosts return visits |
| Retains customers | Builds brand loyalty |

Consider it your ticket to digital signage that actually works.



1 Talk their talk

Content that converts does at least one of these (bonus points if all three feature).

Speak your customer's language

Confirm something they already believe

Introduce a new idea of offer

Empower on: scour Reddit, survey customers or stealthily eavesdrop to gather info on their language. If the same sentiment comes up on repeat, welcome to your next campaign.

Feature flex

Use playlists to group content by audience type (think: high school students), time of day (lunchtime) or campaign (Valentine's Day). Tailor language accordingly.



2 Set the scene

Q: What does digital signage have over nearly every other advertising format?

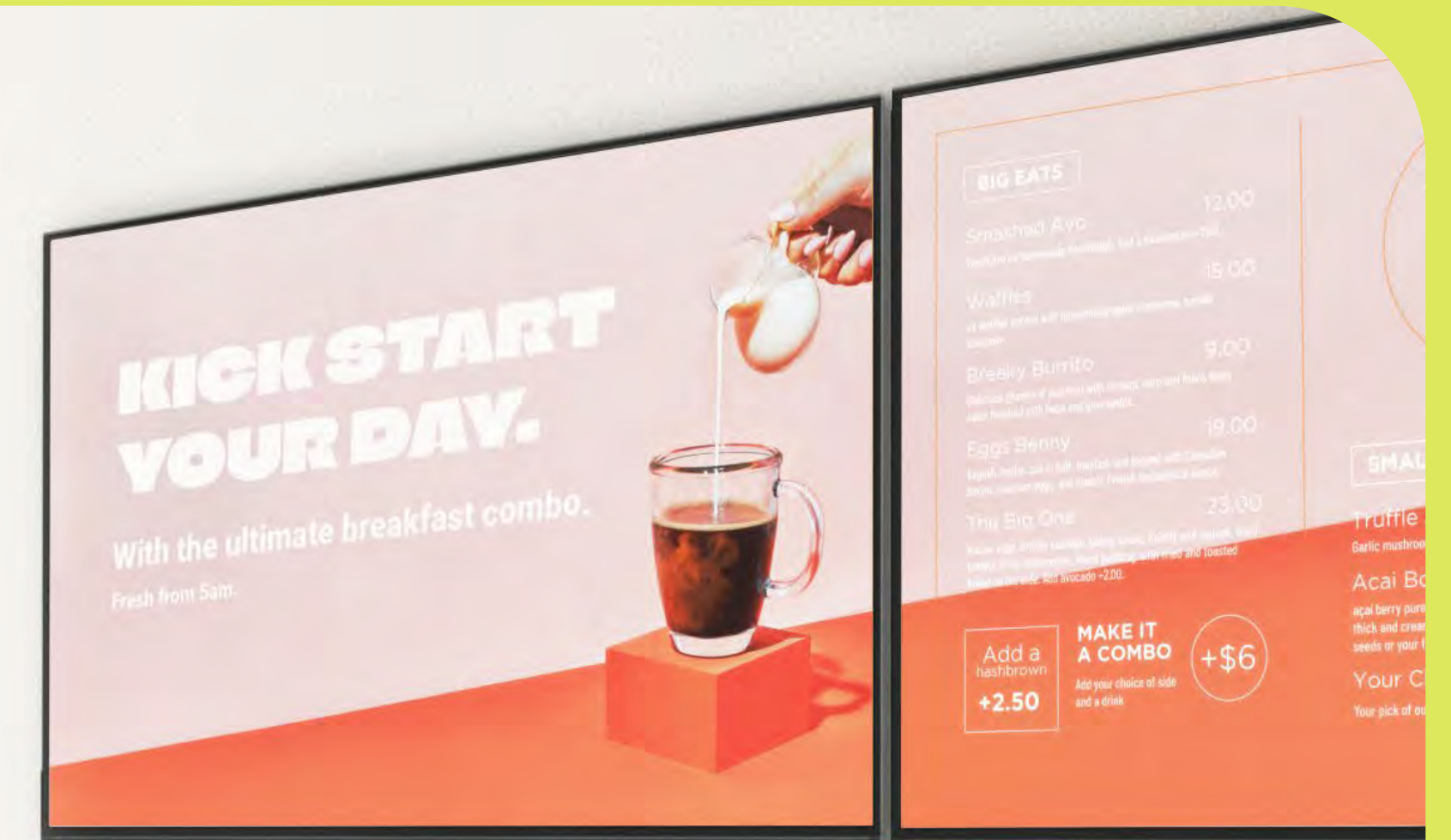
A: Immediate relevance. Set the scene with a screen that matches its message to the location.

Here's a cheat sheet (relevant to some industries) for what screens should do where, and how.

Storefront – *catch attention*. Use quick transitions and high contrast imagery.

In-store – *guide or inform*. Use slower transitions and simpler imagery.

POS counter – *upsell*. Show add-ons, upgrades or low cost impulse buys.



Feature flex

Use tags to link content to certain screens, so the POS upsell never plays in the front window.

3 Freshen up content

Frequent content updates keeps viewers engaged.

As in marry your screen? No.

As in actually take in what it shows? Yes. That one.

So how often is right? Your industry dictates that.

Frequencies we see often are:

Retail – weekly promotions

Hospitality – daily specials

Education – daily reminders

Service-based – weekly events

Small business – daily storytelling

Feature flex

Use scheduling to layer content throughout the day. This could look like morning news, midday offers, after-school promotions, weekend features. Let your content respond to real-world rhythms. How nice.

4 Show real people

Personalise your digital signage to your exact brand.

Yes, your colours, fonts and logo should be on full show.

But also real people, including employees and even customers, where appropriate.

A snap of your gym's member of the month, or promo shots of your team – all perfect.

Fusion Signage makes 'so you' content simple.

Here's how with Fusion Signage:

Canva – create dazzling Canva designs without leaving Fusion Signage

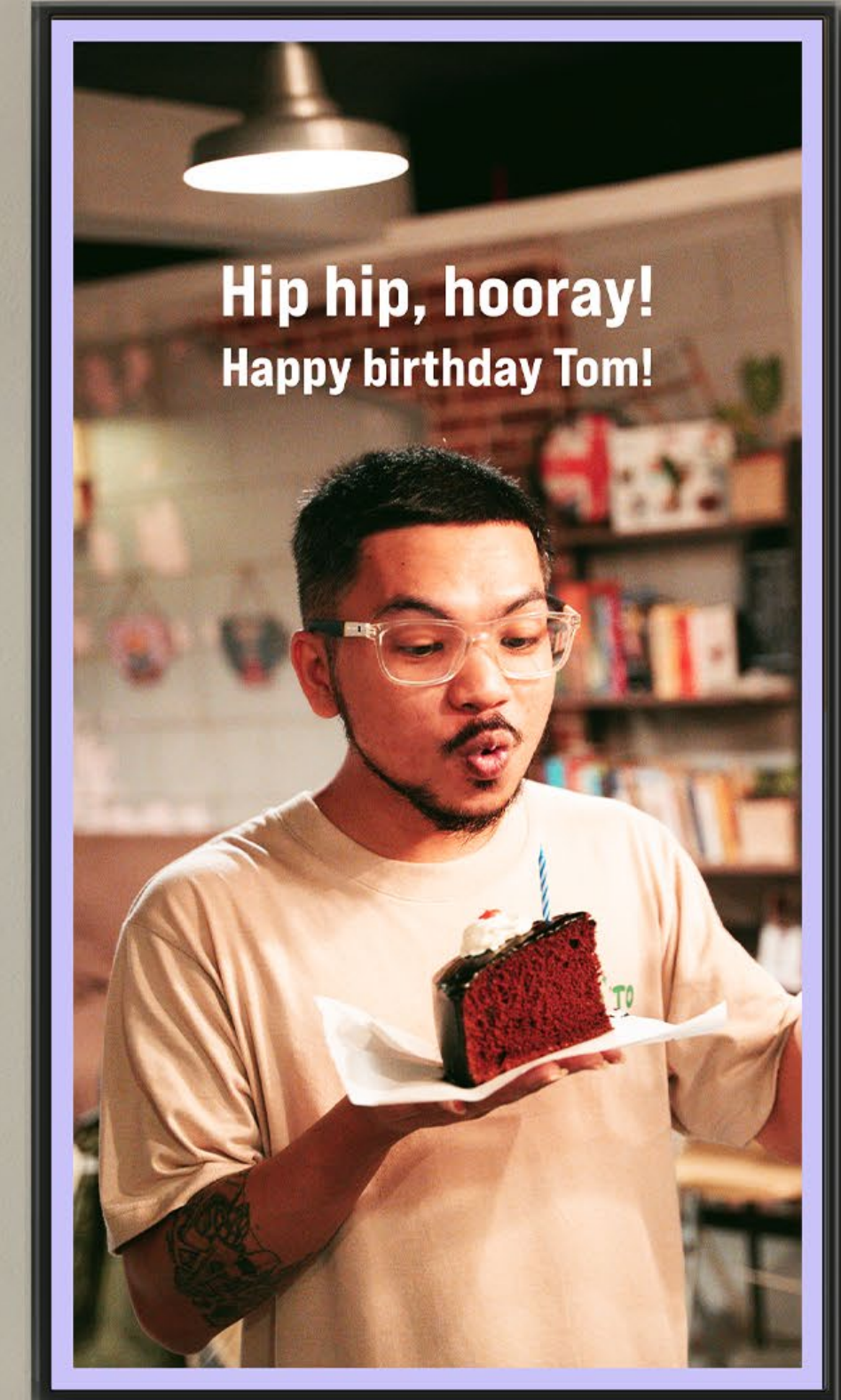
Templates – send signage live in a flash with editable templates optimised for digital signage.

Stock photos – if you don't have photos on hand, access 3 million to make it your own.

Socials on signage – link directly to your social content or export and upload.

Empower on

Remember a staff birthday last-minute? Snap a photo and send it live in minutes.



It's time to design powerful digital signage in minutes.

Quicker. Easier. Exciting-er.

Start your free trial



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