DIGITAL SIGNAGE STRATEGIES:
A GUIDE FOR WINNING AT TRADE SHOWS

DISPLAYS2GO

At any trade show you're sure to see vendors using digital displays to advertise their products or services. These days, *digital signage content* is a companion to more-traditional banners, cardboard posters, and similar marketing tools. From tabletop touchpads, to intermediate-sized kiosks, to large-format video wall displays — digital signage marketing has taken over at trade shows.

Timely, pertinent, eye-catching content is paramount to attracting your target market and ensuring *customer engagement.* And the best way to do all that is by using state-of-the-art digital signage systems. Colors come alive, and videos and animations attract and captivate attendees. On-site modifications and updates to marketing content are easy to implement. With digital signage's ability to change content, colors, and message tones for trade show events, its flexibility is unsurpassed.

In this guide, we'll cover various *digital signage strategies* and the elements that make them work. We'll also look at how to implement a plan for your business, and we'll explore some success stories as well. Follow along as we delve into the world of digital signage and see how it can help your business grow.

> 66
>
> **WITH DIGITAL SIGNAGE'S ABILITY TO CHANGE CONTENT, COLORS, AND MESSAGE TONES FOR TRADE SHOW EVENTS, ITS FLEXIBILITY IS UNSURPASSED.**
>
> 99

DISPLAYS2GO

WHY IS DIGITAL SIGNAGE GAINING SO MUCH TRACTION?

"The global digital signage market size stood at USD 19.78 billion in 2018 and is projected to reach USD 35.94 billion by 2026, exhibiting a CAGR of 7.8% during the forecast period." (www.fortunebusinessinsights.com)

83%
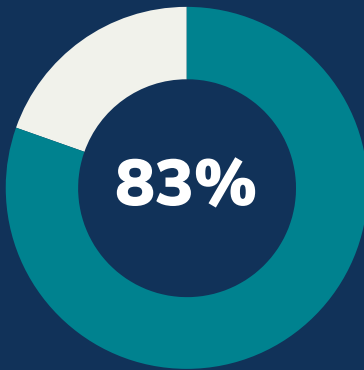
Digital signage has an 83% recall rate (double that of traditional advertising).

Digital displays capture 400% more views than static displays.

68% of Americans have paid for a product or service because of its signage.

Digital signage has a 47.7% effectiveness on brand awareness.

Source: Digital Signage Today

DISPLAYS2GO

UNDERSTANDING DIGITAL SIGNAGE STRATEGIES

As powerful as digital signage can be, a successful campaign for trade show exhibitions must be organized and well planned. It's important to have a *good signage strategy* — one that incorporates business goals as well as advertising content. Some considerations are:

GOALS

Setting goals for signage which *drives benchmarks* to weigh results against.

PLACEMENT

Placement of displays for maximum *audience engagement* and product promotion.

AUDIENCE

Determining the target audience so you can build *proper digital content* in an effective, creative style.

ROI

Event ROI considerations determine *how much should be invested* in size, shipping, and support for your digital signage.

CONSTRAINTS

Evaluate *physical and logistical constraints:* display systems must fit booth footprints and available electrical sources.

CONTENT DEPLOYMENT

Determine whether *display technology* will be served locally through a media player or USB "plug & play" or served through Wi-Fi connections.

DISPLAYS2GO

TYPES OF DIGITAL SIGNAGE STRATEGIES

There are some *common strategies* businesses employ at trade shows to take advantage of digital signage. Although there are many different facets of digital marketing, here's a short list of some methods:

PROMOTIONAL STRATEGY

Consider showcasing special offers and discounts with digital signage displays to entice visitors to make a purchase. This is a *proven method* to increase sales, generate interest, and hook new customers. A great tactic is asking customers to register for giveaways. It's also a partner to lead generation.

BRANDING STRATEGY

Digital signage is a great way to promote your brand. Use logos and colors to create a recognizable and consistent look to help visitors identify your company or products. *Brand-focused content* builds marketing that's easy to remember and adds to the long-term retention of marketing efforts.

INFORMATIONAL STRATEGY

It's best not to overload signage with too much information. An overwhelming avalanche of facts and data doesn't best present your product/service. To communicate your message effectively, keep it *concise and to the point.* Tight writing and informative-but-catchy graphics are a better way to get the idea across.

CAPTURE LEADS & ACQUIRE CUSTOMERS

Customer acquisition and lead generation are often the main reasons a business attends a trade show. A *touchscreen display* makes it easy for customers to input their contact info, request documentation, or connect with sales reps. This ties back in with other promotional strategies, like having customers register for prize giveaways or discounts.

USE ANIMATIONS & EYE-CATCHING VISUALS

Animations and interactive elements like digital gaming keep visitors engaged and help them understand your message. An active, dynamic display *garners more attention* than static presentations. This is a good method to drive traffic to booths — especially when passersby are some distance from the display. Use high-resolution images and videos to draw in attendees and create memorable experiences. Clear, crisp displays bring promotional art to life and help make it unforgettable.

DISPLAYS2GO

IMPLEMENTING A DIGITAL SIGNAGE STRATEGY

When creating a digital signage marketing strategy for any trade show, there are several steps to take. Here's a list of things to plan for:

SELECT HARDWARE

You'll need to select the type of digital display systems technology you'll use. Along with that, you'll define screen sizes, applicable mounts, stands, and what operating systems and media players (if any) you"ll deploy.

DEVELOP CONTENT

Content is key to a successful digital signage strategy. It's important to create content that's both engaging and relevant to the trade show. Include videos, images, animations, and text that effectively communicates the messages you want to convey.

SET UP HARDWARE

After selecting the proper equipment, it's time to set it up. This includes mounting displays, connecting media players, wiring up all needed connections, and making sure everything is set up correctly. Never go to a show with untested equipment.

PROGRAM CONTENT

Once the hardware is installed and vetted, it's time to push the content to the media players. This involves loading content directly onto players or onto a cloud-based server and configuring settings.

TEST IT

After you assemble the entire system at your base location, program it, and run your presentations. And when you're packing up for the trade show, don't forget to include spare cables, power strips, extension cords, and backup media player preloaded with content.

MONITOR & ADJUST

The final step is to monitor the digital signage during the trade show. Make any necessary adjustments as you go. This could include changing content, adjusting presentation timing, modifying display settings, or troubleshooting technical issues.

Wifi connections at trade shows are not always reliable so it is important to bring wiring to hardwire if needed or a plug & play option as a backup.

DISPLAYS2GO

Best Practices for Successful Implementation

Although we've already touched on different signage strategies, look at the process from other angles to get a bigger picture. When striving for success with digital signage, follow these best practices:

RESEARCH

Research the trade show, its expected attendees, and any competitors. This will help you determine your goals and objectives for the digital signage.

DESIGN

Design compelling content that's specific to the trade show, the attendees, and your brand. The targeted content should be eye-catching, engaging, and relevant. Tell your story and frame your message to resonate with the expected audience in a way that is easy to digest.

PLAN

Plan the deployment of your digital signage—this includes placement, timing, and the duration of the event. Incorporate interactive elements like touchscreens, quizzes, and polls for greater engagement.

TECHNOLOGY

Make sure the technology and hardware you're using is up-to-date and capable of best displaying the content you've created. Research the reliability of components before procuring them.

MAINTENANCE

Train your show staff to maintain and troubleshoot any issues with the digital signage during the event. Provide back-office support to help make sure remote deployments are successful.

EVALUATION

After the event, evaluate the success of the digital signage and content. Calculate ROI and make adjustments for future events. Write up a "lessons learned" document for each show, including comments from your staff — positive or negative.

DISPLAYS2GO

CASE STUDIES

A good way to learn about signage strategies is through the success of others.

Siren Marine is a Newport, RI, marine electronics company. They design, manufacture, and sell devices for boat owners to monitor, track, and control their boats through a mobile app. The company attends many trade shows every year and were looking to provide a powerful visual experience to tell the best story about their products. To do that, they chose a [Displays2go 55 inch multimedia touchscreen kiosk.](#) It enabled reps to present compelling, high-def product demos to potential customers, engaging them with dynamic effect and lasting impact. Sam Handy, Marketing Manager for Siren Marine, says: "Displays2go ... has given us a presence that is unmatched by our competitors. Displays2go's products and customer support are top notch!"

Freedom Boat Club provides rental customers with a fleet of boats of varying sizes and styles. And with 190 locations across the U.S. and Canada, they need to keep their processes easy and fun.

Here's what they had to say about using a Displays2go touchscreen kiosk: "Here is what I love about Displays2go: I need it, I find it, I get it, and it is quality. I found the things I needed, and things I didn't know I needed. We LOVE the Kiosk, which acts like a 2nd Salesperson for us."

"Displays2go ... has given us a presence that is unmatched by our competitors. Displays2go's products and customer support are top notch!"

Digital signage gives these and many other businesses an advantage at trade shows over others relying on outdated print formats. One-on-one conversations aren't always possible (or desired) but customers can always interact with digital displays. It may be just to watch a presentation, or it could be using interactive touchscreens. Either way, your product, story, and message gets across — where otherwise it might go unheard.

DISPLAYS2GO

LOOKING TO THE FUTURE

LCD displays are the standard technology for digital signage screens. As we move to the future, direct-view LED displays will become more affordable and supplement LCD units where large-format digital displays are needed. These new LED displays typically have a longer panel lifespan — which increases ROI and lowers replacement costs. Plus, they weigh less and are more robust, which helps with shipping costs and packing logistics. From poster-sized displays to giant video walls, direct view LED displays will become a new standard.

Self-service kiosks are becoming more and more popular, not only for business locations, but for trade shows as well. A growing percentage of the public prefers to use self-service terminals over person-to-person interactions. These kiosks are a good way to interact with potential customers. Letting customers register themselves for promotional discounts and giveaways combines lead generation and data logging without sales pressure. Kiosks can also be used to drive social media interaction by displaying logos, QR codes, and web links.

Talk to Displays2go Digital Experts

Still not sure where to get started?

Call (888) 778-1760 to speak directly with our digital experts. Whether you're upgrading your technology or a newcomer to the digital industry, we're committed to providing personal support and industry insight through every step of your journey.

DISPLAYS2GO

LOOKING TO THE FUTURE

Content has traditionally been designed through older applications, spliced together with whatever software was handy, and loaded as simple slideshows. But with newer content management systems (CMS) and content creation services, you can create, manage, sync, and publish digital content with ease. Digital signage software with the power of CMS is becoming more and more accessible with its easy-to-use tools and interfaces. Content can even be uploaded to cloud storage and pushed out automatically to on-location displays. CMS platforms let you focus more on message and marketing. And don't overlook the security benefits. With a cloud-based CMS, your business's content isn't stored only on flash drives, which sometimes could be misplaced or lost.

After you adopt these new and cutting-edge technologies, there are other ways to profit from them, too. No need to let your equipment sit around in a back room between your trade show attendances. Businesses owning large-format displays, self-service kiosks, AR/VR equipment, and the like can use them in office settings to engage and inform employees in between trade shows.

DISPLAYS2GO

POSITIVE SIGNS

Digital signage is powerful on its own, but when combined with merchandising or literature displays the impact can be profound. It adds a "wow" factor to your traditional display. By featuring images or videos of your products in action, you can inspire your customers. Integrated digital signage complements your overall booth setup while also providing dynamic marketing space. This elevates your visitor's viewing and shopping experience. Make your brand memorable by providing this innovative solution to enhance your trade show or event exhibition.

If you're looking to level up your trade show exhibit and stand out from your competition on the trade show floor, embracing and employing modern digital signage strategies is a great place to start! The value-added features of digital signage also help at point-of-sale placements, showrooms, and other applications. There's nothing like colorful, bold, animated advertising to catch someone's eye and draw them in. And to do that, let Displays2go help you move your brand and business forward — into the future.

"THERE'S NOTHING LIKE COLORFUL, BOLD, ANIMATED ADVERTISING TO CATCH SOMEONE'S EYE AND DRAW THEM IN."

DISPLAYS2GO