

Maximize Your Business with the Right Digital Signage Solutions for You

It's no surprise that businesses everywhere are starting to take notice of the far-reaching potential of digital signage. But what exactly is digital signage and how do you find the right solution for you?



Digital signage has the ability to streamline visitor flow and circulate advertising or informational campaigns with **rich, dynamic multimedia content** deployed and synced on-screen as quickly as your creative content needs to be updated. But with so many options in this emerging market, how do you maximize its effectiveness with the solutions that are right for you?

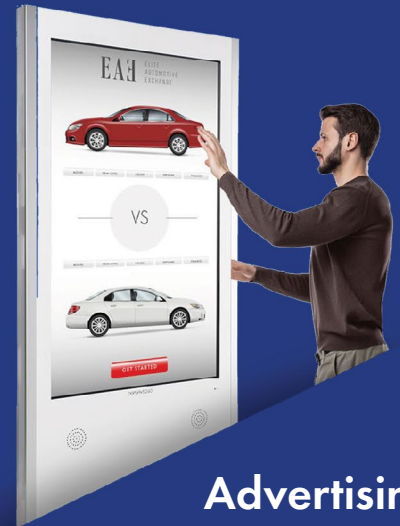
- Digital signage captures **400%** more views than static displays¹, reaching roughly **135 million** people per week².
- Digital signage has a recall rate of **83%**, almost double the information retention rate for traditional advertising³.
- Digital signage boosts foot traffic by **24%** in retail environments⁴.

Digital signage solutions are dynamic, intelligent displays that use LCD, LED, or Projection technology to display content such as digital images, video, streaming media, and information.

These versatile solutions have garnered significant attention across diverse industries, notably in the retail sector, where a staggering **57% of retailers** have reported notable enhancements in customer service as a result of incorporating digital signage into their operations⁵. The effectiveness of digital signage is particularly evident in applications such as **wayfinding and logistical communication**, where it can alleviate customer confusion and congestion.

By harnessing the power of digital solutions, businesses can **reduce perceived waiting time at checkout lines by up to 35%**⁶, fostering a more seamless and enjoyable customer experience. Many establishments also leverage customized webpages or software to create branded customer interactions, further elevating their customer engagement.

Beyond customer applications, digital solutions can also function as a powerful tool for communicating with internal staff. When employed for safety communication purposes, digital signage can play a crucial role in **reducing workplace injuries by up to 20%**⁷.



Advertising

Enhance customer engagement and drive sales.



Experiences

Enhance your in-venue experiences with entertaining and interactive digital content.



Wayfinding

Minimize confusion and optimize your customer's visit.

The digital solution industry is expected to reach over **\$29 billion by 2024**, according to a study by Infotrends⁷.

The rising popularity of this technology is further driven by its **flexible** and **scalable** nature. Businesses of all sizes employ digital solutions to foster collaborative environments, open new revenue streams with out-of-home advertising, and create immersive customer experiences.

Digital solutions typically run on familiar **operating systems** and can utilize **downloadable apps** or **custom software** to lend them almost endless customization potential. The ease of updating content allows for agile iteration on branding and promotions so you can respond to timely needs. Multiple units can work together or independently so you can **expand your fleet** as your business grows.

Digital solutions are not only a smart investment for your business, but also can be **simple and easy to implement**. Often, all you need is a digital solution like a kiosk, a software platform to manage and display your content, and a reliable internet connection or flash drive. Accessories can be added to expand functionality on more basic units, like dedicated media players for advanced content scheduling.

With this powerful combination of technology, you can create and update your content from anywhere at any time, and display it on your digital solution in real time. Whether casting images remotely from the cloud, showcasing an interactive web page, or creating custom games or applications for your customers, digital can do it all.



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So, if you're wondering if digital solutions could boost your business, the answer is simply **yes!**

But for many business owners, the search for the right product can seem daunting, with many reporting feeling overwhelmed by the wide variety of offerings in the market. Budget naturally plays a crucial role in the search, but don't let the price tag alone drive your decision. To maximize your investment, it's critical that you first reflect

on the success you're looking to achieve with your digital investment, including the precise goals and business outcomes. Once that is clear in your mind, think critically about what functionality and features are necessary to achieve these outcomes. Read below for 5 examples of goals that you can achieve with your digital solution.



- **Increase Curb Appeal**
Catch the eye of potential customers with attention-grabbing visuals and animations, and entice them to enter your store or facility.
- **Interact with Customers**
Encourage your customers to interact with your content and learn more about your business or products while creating a memorable on-site experience.
- **Build Loyalty**
Drive brand recognition, easily emphasize your promotions, or showcase testimonials from satisfied customers.
- **Communicate Important Information**
Provide wayfinding information around your store or facility, such as a map or directory. Display timely information to your customers or employees.
- **Boost Sales**
Influence your customers' purchase decisions and increase their spending by showcasing your products or services or offering discounts and incentives. Or, create additional revenue streams from advertisement space or secondary services.

Once you've identified your business goals, consider what **functionality** is needed from a digital solution to support these goals.



Touch

Collaborative touchscreen devices encourage customer engagement and group innovation for workspace projects, learning environments, and interactive exhibits. Non-touch units are predominantly for display purposes and can be operated with a keyboard or mouse.



Network

Most units are Wi-Fi enabled, with internal or external Wi-Fi antennae. If you have an unreliable or weak internet connection, look for units with alternative connections like USB or HDMI connection.

Travel

If your goal is to travel with this unit, size is an important consideration, as well as purchasing a protective travel case.



Mobility

Digital solutions don't have to be limited to a single spot. If you plan to move the signage around your facility, look for a unit that comes with wheels.

Technical Support

Brands offer a wide variety of support, from before purchase, to professional installation, to a dedicated technical customer support team for ongoing partnership.



Did you know?

Displays2go digital experts are available to help you choose the right unit for you.

Warranty

It's important to protect your investment. Read up on what is included in the standard warranty, consider purchasing optional accident coverage or an extended warranty.



Accessories

The functionality of your solution can be further expanded by the use of USB and Bluetooth accessories. External Content Management Systems allow you greater control over scheduling your content, and microphones or webcams allow for wider applications of your digital product.



How does this exercise streamline the search for the right digital solution?

Meet Christine, a business owner in the midst of revamping her business marketing strategy. Her main customers come from word of mouth and one of her goals this year is to increase new business from her tradeshow appearances. She's updated her portfolio of work to showcase her team's talent, but it isn't always possible to attract visitors close enough to the booth to

see it. Her tradeshow booth relies on traditional signage and custom printed graphics, blending in with the other landscape design booths around her. She's long been interested in a digital solution, but found it hard to sift through the products online. **Read below to see how Christine reflected on her business goals and needs to make a confident decision.**



Christine

Owner of Kemori Landscape Designs

Christine travels to several trade shows each year to drum up new business for her landscape design company. Her body of work never fails to impress, but she can't always win the attention of those potential customers passing by her booth. She identified her key goals and needs.

Goals

- Boost sales through increased customer acquisition
- Increase foot traffic around tradeshow booth by standing out from the competition
- Direct more customers to her website and booking information

Needs

- Large high-resolution display, vibrant enough to stand out in a crowded room
- Touch functionality for visitors to scroll through portfolio and enter their contact information
- Wi-Fi connection, with a plug-and-play option in case of dead spots in the tradeshow venue
- Travel-Friendly and easy for a small team to operate
- A reliable unit with extended warranty options and post-purchase support



43" Digital Poster

- HD Picture Resolution with 10pt IR Touch
- Built-In Wi-Fi & Bluetooth Capability
- Plug-n-Play Content Using USB Ports or Personal Cloud Storage Account
- Easy Setup Experience
- 4 Locking Caster Wheels and protective travel case
- Extended Warranty plan through Mulberry

The 43" Touch Screen Digital Poster Kiosk is a great fit for Christine.

Christine's reflection on her goals and needs led her to purchase the **43" Digital Kiosk by Displays2go**. Travel-friendly portable designs with locking wheels and a convenient protective carrying case meet the needs that she identified. With its HD high-resolution touchscreen, familiar Android operating system, and pre-installed presentation software, it's robust enough to keep up with her ambitious business goals. Christine even added QR code on her portfolio slideshow that leads customers directly to the booking form. Most importantly, she finally has a high-quality display to match her team's high-quality work.

For small businesses like Christine's, digital solutions can be a large and unfamiliar investment. At Displays2go, we know how overwhelming this decision can be, so we offer extended personal support via phone, chat, email, and even in-person or virtual meetings. Our support extends beyond the typical technical support - **our digital experts partner with you through your digital journey**, helping you choose the right solution, optimize it to achieve your goals, and scale as your business grows.

What next?

Now that you have the tools to make a confident decision, it's time to start the search for your ideal digital solution. By purchasing from Displays2go, you get the benefit of our simple checkout process, warranty options, assurance in a high-quality unit, and a partner in your digital transformation.



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.

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