# 4 DIGITAL SIGNAGE PITFALLS TO AVOID

1 Lack of Content Strategy

In many organizations, senior executives decide to deploy digital signage without clearly defining **who will manage** the content, **how often to post updates** and what **type of messages** should be conveyed. Too often companies make the mistake of starting with the technology when they actually need to establish a plan of what they want to accomplish with their signage and then they can determine what technology is the best fit for their needs.
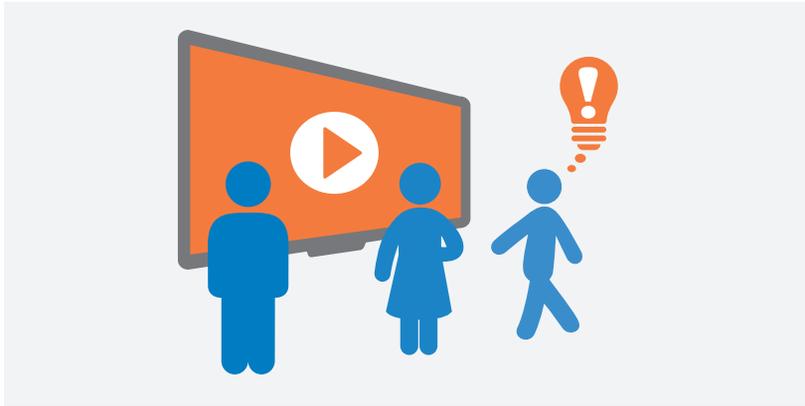
2 Not Defining Content Ownership

Creating impactful messaging takes time and talent, so it is imperative that you **dedicate a resource** to make sure the signage contains interesting and compelling content. Knowing who is responsible for content and the types of messages you wish to convey should be determined before you implement any signage in your organization.

3 Disregarding the Importance of Dynamic Content

Messaging for digital signage needs to be constantly changing and engaging. It is critical to **identify data points** that can drive **dynamic content**. A quick way to make sure that you have the most up-to-date messaging is to connect your signage with other programs within your company that are constantly being updated like RSS feeds, social media pages and CRM tools. **Set up a process** so you don't need to constantly update the signage, it is updated automatically with new content. Don't forget to make the images graphically appealing, charts, graphs and pictures can go a long way to communicating an effective message.
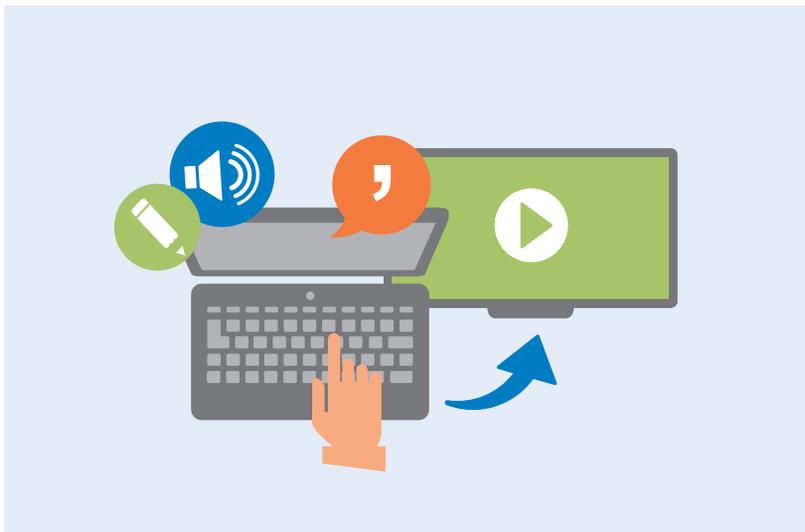
4 Ignoring Your Audience

You need to consider who will view the signage-employees, clients and/or prospects, and what key pieces of information you want them to see on the screen. **Tailoring your message** based on **location and audience** will make the most impact. For example, sales charts in the Sales department, new employee pictures in HR, call volume in the Service Center, welcome signage in the lobby. Take in consideration how often and how long your audience will view the signage. If there is a long dwell time, you should adjust the content accordingly.

KEY QUESTIONS TO ASK BEFORE IMPLEMENTING DIGITAL SIGNAGE:

- WHO WILL HAVE OWNERSHIP OF CREATING THE CONTENT?
- WHAT TYPES OF MESSAGES SHOULD YOU POST & HOW OFTEN?
- WILL THE CONTENT NEED TO BE APPROVED BEFORE IT IS POSTED?
- WHAT TYPES OF CONTENT WORK BEST – VIDEO, PHOTOS, DO YOU NEED AUDIO?
- WHAT ARE THE KEY DATA POINTS THAT WILL DRIVE DYNAMIC CONTENT?
- WHO IS YOUR AUDIENCE – EMPLOYEES, CLIENTS AND/OR PROSPECTS?
- HOW MANY LOCATIONS IN YOUR OFFICE WOULD BENEFIT FROM DIGITAL SIGNAGE?
- WHAT SPECIFIC MESSAGES SHOULD BE SHOWN AT EACH LOCATION?
- DO THESE LOCATIONS HAVE HIGH FOOT TRAFFIC?
- IF THERE IS MORE THAN ONE DISPLAY, SHOULD EACH SCREEN DISPLAY DIFFERENT CONTENT?