

# Digital Signage: What Makes It Work for Your Customers?

**W**HEN YOU TURN ON YOUR HOME TV, do you give much thought to how it works? Do you really care? Now, how much do you care about what you're watching? Probably a lot. We respond to great programming and we don't really care how it gets on our screens. This applies to digital signage too.

Among the biggest misconceptions about purchasing digital signage is that it's primarily a technology decision. Of course, your system must have advanced capabilities and be highly reliable, but as far as your customers are concerned, the technology couldn't matter less. Just like you, when they see a TV, all they really care about is that there's something worth watching.

## A digital signage content strategy should focus on delivering immediate value to the viewer.

Another misconception is that the programming should be devoted solely to advertising. After all, your customers are a captive audience and your ads will look great, support your brand and promote your products. However, would you go home and turn on your TV and watch nothing but ads? Of course not. And neither will the customers in your branch. When they're at the teller or other service area, customers may glance at your screens, but they'll invest very little of their visit paying attention to your messages unless they receive something they value in return for their time.

The essential truth about digital signage for banks is that what your customers expect of digital signage is no different than what they expect of watching TV at home. What makes it work for them is not the technology or the advertising, but value-added programming that rewards their time and attention with current information that they find interesting, meaningful and informative.

### What makes a successful application?

A digital signage content strategy should focus on delivering immediate value to the viewer, integrating advertising in a way that ensures multiple message exposures and building viewer loyalty that makes participation a habitual value-added part of the customer's banking experience. While other options have been tried, the most successful approach leverages high-quality, real-time news and information programming that's specialized for digital signage applications within a bank's retail environment.

An effective news programming strategy must address the dynamics of the branch environment. For instance, at any one time the customers in your branch might include a teenager, a stay-at-home mom, a construction worker, an executive and a senior

citizen. Effectiveness requires news programming to provide a breadth of topics so that every customer finds something in the content mix to engage them. Failing to include something as universal as sports scores could significantly reduce audience participation and the product exposures it generates.

Variety is just one element to consider. There's also news/ad balance, program pace, visual design, message duration and editorial oversight. Creating an effective digital signage content solution is a science and, just as banks use market analysis to determine the products they'll bring to market, a strategically oriented digital signage company will employ specialized research and audience segmentation data from companies like Nielsen and others to refine their content offerings for maximum viewership, product awareness and inquiry.

To deliver digital signage that works for both the customer – and the bank, institutions should seek a partner that effectively brings together, in a unified solution, solid technology, advertising know-how and, above all else, a mastery of value-added news content development for this unique retail application. ■

### ABOUT THE AUTHOR



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