



# 4 TIPS FOR DIGITAL SIGNAGE EFFECTIVENESS

Digital signage can make a big impact on how you engage your customers, but the right approach is required to maximise its effectiveness as a marketing platform. Avoiding the potential pitfalls can prevent costly mistakes but sometimes there is no big sign pointing you in the right direction.

Telstra recently commissioned industry research firm Fifth Dimension to interview 40 individual users of digital media signage across varied industry verticals to find out what their experiences were.

Fifth Dimension's Director, David Gemmola, shares the top four tips based on real experience as we heard first hand, from those who have gone before us.

## 01

### Establish the big picture

Too many businesses jump into digital signage without a plan, says Gemmola. "They don't have a clear objective or purpose or end benefit they're going to be deriving from it, and that can relate to whether it's for brand positioning, promotion or directional information. Often working it out afterwards they've ended up with a system that has no clear purpose at all. You might not be able to implement the full solution immediately, but you need to start with the full vision of what you want it to provide."

## 03

### Know what you want to measure

Businesses want a clear return on their marketing spend, but coming into digital signage without clear KPIs and ways to measure them inevitably involves pitfalls. "It can be difficult to measure the end benefits of a digital signage system", Gemmola says, except for when using an integrated solution "because there can be more advanced tools for measuring the result, but you need to be clear about what to measure and how it relates to the desired end benefit."

## 02

### Screens are only part of it

Digital signage is about so much more than just a nice LCD screen. According to Gemmola, organisations "often put the investment in the screen and forget about what they need in terms of supporting applications, content and content management, and how it's going to be maintained. Then the budgets don't extend, and they end up with an incomplete solution. They don't think about the back end, and what can make it seamless and as easy to manage as possible."

## 04

### Marketing needs to own it

"If you do decide to invest in these systems, you need to have an owner of that system internally. Someone's got to have primary responsibility for it" says Gemmola. "In some cases companies have not defined ownership and responsibility which has reduced the system's effectiveness. Often it becomes a bit of a shared thing between marketing and IT. Because it's IT infrastructure, IT wants to get their fingers involved, whereas marketing are the ones who use it for content. But nobody really has overall ownership" he says. "For the business to get the best result, marketing needs to own it in terms of the application and IT needs to be the service facilitator to deliver what marketing needs."

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