*READY. SET.*

# LAUNCH YOUR DIGITAL SIGNAGE.

*A GUIDE FOR WORKPLACES, SMALL BUSINESS, HOSPITALITY, AND MORE*

**FIVE TIPS TO SUPPORT SUCCESSFUL & SUSTAINABLE IMPLEMENTATION OF YOUR DIGITAL SIGNAGE PROGRAM**

Sign up for free / request a demo at www.markeyds.com/launch

# 1

# IDENTIFY GOALS FOR YOUR DIGITAL SIGNAGE

**Not only will these goals keep things simple and organized** while you get started, your goals are a _foundational piece_ of your digital signage strategy.

These goals start out ensuring everyone gets onboard with the purpose for implementation at the get-go. Then, they'll help you think through your digital signage game plan – like your specific audience(s) and the content you'll find, create, and display. Goals will especially be helpful reminders in a few months when you are looking for fresh ideas to mix it up, yet still want to stay the course.

**Some top goals for digital signage include:**

- **Elevate internal communications**
- **Increase sales**
- **Build brand awareness and loyalty**
- **Improve guest experience**

**Want to talk through your goals?** We're here to support your launch strategy and would love to chat! Email us: hello@markeyds.com
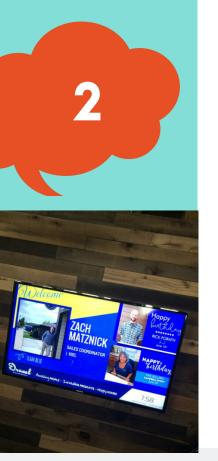
# 1

## (CONTINUED)
## IDENTIFYING GOALS FOR YOUR DIGITAL SIGNAGE

*To guide you further in your goal-setting, here are some additional questions and areas to consider:*

**When you think of your organization, what pain points can digital signage address?**

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**When you think of the end-user/viewer, what experience do you want to create?** What do you want them to feel? What actions do you hope they take?

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**When you consider your organization and team members, what goals will rally others** and get them excited about the potential of Markey digital signage?

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## YOUR MARKEY GOAL(S):

# CREATE A CONTENT PLAN

**2**

## As with most things, quality content is everything!

Content is essential and having a plan for where/how the content will be generated is another pivotal piece of what makes digital signage (DS) sustainable and successful.

Start with your goals in mind. List it all out – including a mix of bigger campaign needs and smaller, everyday ideas. From that list, select the top ten themes of content that fit your goals and prioritize them for your DS content. *(see list on page 4)*

### TIPS + TOOLS

If you do not have an internal marketing department or freelancer to help you out with content creation, rest assured – there are many tools and resources to make your digital signage look super professional without a ton of dollars or time invested.

**CREATION TOOLS:**

• PowerPoint or Google Slides
• Canva.com

**Full Screen sizing pro-tip =** start at 1920x1080 but 4K displays may require 3840x2160.

**FREE IMAGE/GIF SOURCES:**

• Pexels.com
• Freepik.com
• Giphy.com

# 2

**(CONTINUED)**
## CREATE A CONTENT PLAN

*Here's a list of content types to get you thinking:*

TOP WIDGETS & CONTENT
TYPES SUPPORTED:

- **Images** (Supports the upload of JPG, JPEG, PNG, and GIF file types, as well as remote image linking)
- **Text** (Edit format and access tools like tables, horizontal rules, emojis, special characters)
- **iFrame** (Display specific information or content from *most* websites, calendars, web apps, etc. Limits apply)
- **Video  PRO FEATURE** Connect to your YouTube or Vimeo videos to display shorter, DS-friendly content

See all content options at
markeyds.com/widgets

- **Team Celebrations:** New hires, anniversaries, birthdays, retirements, company wins
- **News, Events, Announcements:** Upcoming promotions, sales, important HR info, you name it
- **Mission, Vision, Values:** Culture-building or reaffirming direction content goes a long way
- **Health & Wellness:** Tips/challenges
- **Community Involvement:** Share photos of giving back and making a difference where you live
- **Reviews:** Clients or customers
- **Inspirational Tidbits:** Team kudos, videos, quotes, memes, gifs
- **Progress Markers:** Reports, goal status, celebrations
- **Welcome & Wayfinding**
- **Microlearning:** Feature educational and/or productivity snippets in short, powerful doses

# 3

## DELEGATE –OR– DIVIDE + CONQUER.

### Name a point person or form a team to make digital signage magic happen.

### Hey there, solopreneur.

We see you and want to support you, too. We're confident you can make it work with your diligence and by leveraging our Markey scheduling tools. See tip #4. *You got this.*

**If you're not able to make this work as a solo operation,** no worries. Put the time into developing out the overarching plan for #1 and #2, and then find yourself a virtual assistant or partner to make the updates happen for you.

The output and results of your digital signage program are only as good as the work put in. An individual or team committed to your digital signage content updates are instrumental to your consistency and the quality output. Here are some questions to help you consider supportive team members.

**Who are your content experts?** HR, marketing, customer support, engineering... every company is different.

**Who has capacity and the necessary strengths?** Updates take time. Look at time availability alongside strengths of follow through and fresh perspective.

**Who has a good handle on your culture and/or your customer needs?** Be it someone leading the charge with initiatives or someone with their ear to the ground on news, trends & happenings, content that inspires, motivates, and answers questions or concerns, is the key to engagement.

# 4

## KEEP IT FRESH! BLOCK OFF DEDICATED TIME

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**Sure, Markey is relatively D.I.Y. and super simple — however, digital signage is <u>not</u> a set-it-and-forget-it communication tactic.**

We cannot stress this point enough. Doing everything you can to create this content plan and keeping it dynamic and ever-changing is essential!

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*Would you keep looking at a display if it had the same message on it week after week?* Didn't think so.

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**Time dedication and management by you/your team will pay off exponentially in the end.** Block off increments of time on your calendar monthly or weekly to fit your program needs. Then, make the most of the scheduling tool within MarkeyDS to select date ranges for one time or repeating content for your playlist(s) or channel(s).

### Slide Schedule Settings

✕ Schedule:
Start date:

Monday July 20, 2020 @ 12:00 am

End date:

Tuesday July 21, 2020 @ 12:00 am

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|

<u>This feature includes:</u>
- Start date & time
- End date & time
- Day(s) of the week

<u>Perfect for:</u>
- Birthdays, holidays
- Event notices
- Upcoming deadlines
- Working ahead on your content plan

# 5

## MEASURE THE RESULTS!

**Remember that goal you set? Time to come back around to it and determine exactly what success looks like.**

Key performance indicators (KPIs) are quantifiable measurements used to gauge long-term performance.

Digital signage KPI possibilities:

- **Number of slides/posts published and consistency** of updates can be a quick win!
- **Increased sales!** Sales influx is a worthy measure, but don't forget other lead gen markers like increased customer inquiries, referrals, reviews, URL views, etc.
- **Increased engagement:** Trackable content like QR codes, vanity URLs/links, quick polls, or surveys provide a nearly immediate marker for the level of engagement when specific calls to action are incorporated in digital messaging.

**Don't 'throw the baby out with the bath water' too soon**. *A.K.A. Don't pivot from your orginal plan at first signs of failure.*

There are many factors influencing the success of your digital signage and slides. Make sure to test a mix of those factors to see their influence on success via your KPIs. We highly recommend A/B testing content slides – exploring variations on the design/look of a slide, messaging on the slide, call to action, placement in sequence, time of day, and more.

## READY TO GET YOUR WALLS TALKING?

Create your free Markey account, sign up for a free trial, or request a demo at MarkeyDS.com/launch.