

EBOOK | CONTENT STRATEGY

Level up your Content Strategy in 5 Steps



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LEVEL UP!



Why it's important to have a good content strategy

The right audience, the right message, the right time, and the right place. When you think about creating the best content for your displays, you should always bear in mind these four elements. If any of these is missing or is not optimal, your goals with digital signage will be affected, and you won't have the desired result.

But how do you determine what the right message is? How do you discover the right spots for your displays? Which moment do you choose for which message? And are you reaching the right audience?


If you're looking to make the most of your digital signage, this ebook is just what you need to improve your content strategy. We teach you to think beyond your screen. We help you build a solid content strategy for your digital signage step by step.

Introduction

By taking the time to read this ebook, you learn how to:

- ✓ Design content that matches your goals with digital signage
- ✓ Choose the best target audience for your content
- ✓ Select the best location for your displays
- ✓ Design the right message for your digital signage campaign
- ✓ Find the best time to have your content on display

Introduction



5 steps to level up your content strategy

[Step 1](#): Think of your goals with digital signage [Step 2](#): Choose the right target audience
[Step 3](#): Select the best location for the displays [Step 4](#): Design the right message
for your campaign [Step 5](#): Find the best time to show your content



Step 1: Think of your goals with digital signage

How to effectively determine your goals with digital signage

The first step for to determine your main goal for the digital signage campaign. Think about how you can use digital signage solutions to achieve your company goals. Do you want to create a WOW experience for your customers or improve your internal communication at the office?

Outline the different objectives you have for your signage network and determine the main goal for your business. If you get stuck along the way, don't hesitate to contact us. We have an extensive training offer that will help you get the most out of your content strategy.



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What is your higher goal?

When you have purchased displays, you probably did this with a clear purpose. You may want to highlight news items, show atmospheric images, or give your menu a prominent place. Although digital signage often starts with thinking about a display, a good content strategy is about more than the content of your display. A well-thought-out digital signage strategy can serve as support for a higher goal: think of improving internal communication within a company, increasing customer experience, or stimulating direct sales.

Effectiveness

Why did you choose signage? And when you already have displays installed, can you tell the underlying purpose of these displays? If your (business) space consists of different parts, it may well be that the goals differ per display. Take a critical look at which goals lie behind your digital signage and whether these goals are being achieved. What is going well, and what could be improved? Or if you don't have any displays yet: what is your goal, and how will you best achieve this?



Step 2: Choose the right target audience every time

How to identify the optimal audience for your content

We strongly encourage you to start every digital signage content strategy by determining your target audience. Learn as much as you can for the people you want to reach with your campaign. Look into their demographics (age, sex, race, etc.), but also consider their lifestyle (e.g. medical professionals) and personal interests, like hobbies.

It is also important to think about the signage target groups. Think about your target audience and the location of your digital signage displays. Let's say that your signage displays are installed at the dentist. Patients are likely to stay in the waiting room for a few minutes, so you can tailor the content to provide them with additional information about the services available and shorten the perceived wait time.

When trying to define your target audiences, you can be very specific. Take, for example, the income of your average customer, estimate his or her age, and think of your customer's favorite car or supermarket. Perhaps insignificant questions, but it forces you to think about the added value of your company. Do you deliver the best quality, at the lowest price or do you rely on your image?

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Signage target groups

Every strategy starts with an exploration of your target group. The more specifically you can describe the target group, the better you can tailor the message to the recipient. Some products or services, such as toddler programs or mobility scooters, are aimed at a narrowly defined target group. Other companies, such as physiotherapists or supermarkets, work with a large target group. But no matter how broad a target group is, a company never addresses everyone. Patients of all ages and professions may enter a dentist's waiting room, but they are all waiting for dental treatment. Even though people differ, they are in a similar situation and are looking for the same benefit providers and pain relievers.

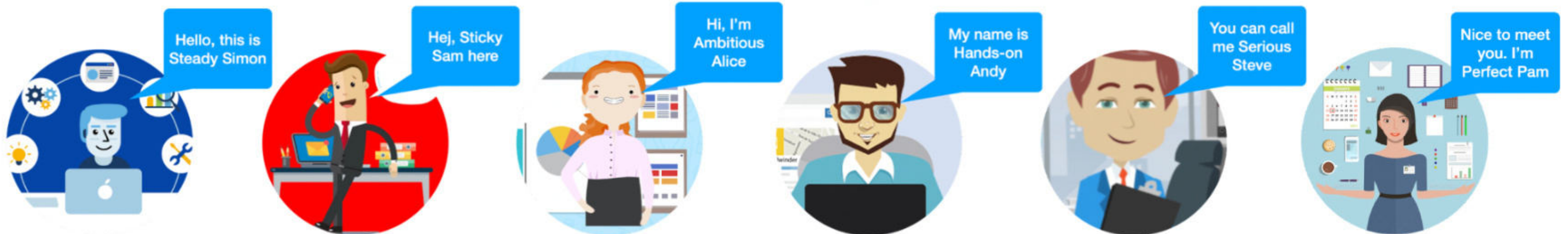
An advantage of digital signage is that your target group is somewhat framed compared to an online advertisement or door-to-door. It is important to remember that you only reach the people who are currently running past your particular display. Certainly, when the displays are installed in your own building, you can usually make a good estimate of who walks past the displays at what time.



A useful tool is to create personas for your customers. Literally, think about what your target group or target groups look like. What is their age, income, and favorite supermarket? Seemingly unrelated questions make it easier to set the right tone. If you find this too concrete or if your target groups are not so easy to frame, focus on the benefits providers, the pain relievers, and the tasks of the customer. In other words: what is the customer looking for in a product or service, what are the problems she wants to avoid and why is she here?

A different audience every moment

When determining your audience, keep in mind that these are snapshots. A visitor to the theater in the afternoon at the box office is a different target group than when she is in the audience in the evening. Theater employees have something else on their minds. Always consider who the target group is and for what purpose they are here. You can reach someone who comes quickly for information in a different way than someone who has to wait fifteen minutes for the doctor. With digital signage, you can respond to different target groups at any time of the day.



Step 3: Select the best location for your displays

How to place your displays to make sure your target audience sees your content

Once you define your target audience and determine your signage goal, it is time to decide what is the best location for your digital signage content. If you already have an existing network of displays, we recommend you check if it operates well. An expert tip is to observe your target audience before you place the digital signage displays.

Find out how are people engaging with the location. Look for traffic areas or any places that may cause confusion. For example, underground stations often place signage close to high traffic and waiting areas. This increases the chances of people eyeballing your advertisement. Now, imagine if that static ad moved, wouldn't that catch your attention immediately? Well, yes, of course.



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Click the button above for more information on deciding the size, location, and model of your displays.

Observe customers, employees, and other visitors as they enter and map out how they walk. Do their walking routes differ from each other? Employees probably move around the building differently than customers. Do you notice that there is a need for information on some points? In a waiting room, informative and/or entertaining content can ease the waiting time, in the absence of signage or explanation, a display can offer a solution.

On that note, we also recommend that you think about hotspots and gathering zones. Those are areas where people gather unconsciously, like a reception or a canteen, for example. So it may be a good idea to install digital signage displays at places where a lot of people assemble throughout the day. This way you can ensure that your message is passed on to the most individuals within your target audience.



Step 4: Design the right message for your campaign

How to give your digital signage campaign meaning

Now it's time to start thinking about the content you're going to publish on the displays. While for many people content is the first step in digital signage, a message can only be effective if it comes from steps 1 to 3.

It is imperative that you have a clear message that you want to communicate to your target audience using digital signage.

This will help you achieve your business goals by providing the right information to your ideal customers. Imagine that you own a jewelry store that sells feminine items, so you decide to run a St Valentine's campaign. In that case, you want to target the spouse who will purchase your product as a gift, not the individual who will actually wear it. So, your campaign should have a clear message of why your product is the perfect Valentine's gift for a loved one.



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The customers' route

Think carefully about who the viewer is and what they need. Do you know about your customers that they experience waiting as a pain point, then you can show information on a display in the waiting area about how to approach an appointment directly the next time. If you want to persuade customers to sell, it is not wise to mount the display at the exit.

Think per display what your calls-to-actions will be to achieve your goal. There are a number of important things to keep in mind here. For example, the time your audience has at that moment determines the content you show. If you reach people who just walk by, a 15-second message falls on deaf ears. If a customer has more time, is it important not to show the same thing over and over? Work with a sandwich formula: don't just show entertainment or information, but alternate informative messages with attention grabbers. This also applies to the screens themselves: don't show the same everywhere, but alternate. That keeps it interesting.

Use all options

Remember that a display is essentially different from the old-fashioned banner and think outside the box. Let displays reinforce each other by telling a message together, or work alternately with small interactive displays and large overview displays. And if you want to keep it up to date, make sure you automate your content. A link with news, agendas, or social media is quickly made.



Step 5: Find the best time to display your content

How to figure out when your content will reach the most amount of people

Digital signage is made for the future. Therefore, think outside your display network: formulate your goals not based on what is possible with just your display, but on what you would like to be able to do.

Search for connection

Technology is constantly evolving: the opportunities in both software and hardware are growing every year. If you have an issue, challenge, or innovative idea, we would be happy to discuss it with you. After all, everything can be built. A link to an existing database or an interactive application can take your displays to a higher level. But the connection to existing offline and/or online media can also support digital signage. While digital signage is mainly focused on the short term, a reference to social media, newsletters, or magazines can establish a long-term connection with your audience. Have a point-of-sale near your displays to keep attention out of your display's reach.

Humans use technology to serve their needs. So keep your eye on developments and dive into automation and data-driven solutions to be ready for the future, but also to just work efficiently.



Conclusion

You've reached the end of this ebook. We hope you find our tips useful and that they make you improve your digital signage strategy so that you can start your project.

- To recap, the first thing you want to do is think of your goals with digital signage. Do you want to expand your audience and attract more customers? Do you want to elevate your advertising content?
- Next, you want to define your target audience. Bear in mind the tips and tricks we mentioned and you should be on the right track. Don't forget to think about where you want to place your displays to reach the right audience in the right place. Only then you can finally start to draft the eye-catching content you want to put on your displays.
- Finally, don't forget to think of the most optimal time to reach your audience.



Brands can create digital signage content in different ways. Some businesses hire designers, others entire agencies, and third use the MagicINFO content creation features. Organizations can use the MagicINFO Web Author to develop playlists and schedules from scratch. On top of that, businesses can take advantage of the available Web Author templates to develop their creatives with MagicINFO Premium. If that sounds like something you would like to do, we strongly recommend you consider the Cloud and On-premise options for your business.

With MagicINFO Premium, brands can create digital signage content easily. The Web Author allows you to add dynamic visual effects and web content without any coding. You can take advantage of a range of widget integrations like Media RSS or Social Media add-ons.



About MagicInfo Services

MagicInfo Services is the knowledge platform for Samsung digital signage software and official distributor of MagicINFO licenses and cloud solutions. With a team of MagicINFO experts, the company supports every MagicINFO end-user with high-quality support, consultancy, and additional signage solutions.

Complete platform for digital signage

Samsung's MagicINFO is an all-in-one smart, intuitive content creation, and data and device management solution included with every Samsung Display Solutions product. It provides end-users with a suite of creative tools to make content creation easier and manage displays from one central point. Now, with Samsung's enhanced data management options, you can also analyze your data and automate promotions, so you can work smarter, reduce costs and grow your business.

With MagicINFO Premium, you can schedule and create your content where and whenever you want. From one central location, from one to thousands of connections.

The advanced possibilities and low costs make MagicINFO Premium one of the most versatile and cost-efficient solutions in the market. MagicINFO Premium is an author, server, and client (native app) combined.

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