

fusion signage

**revealed:**

**4 engagement-  
boosting secrets  
for digital signage**

2023

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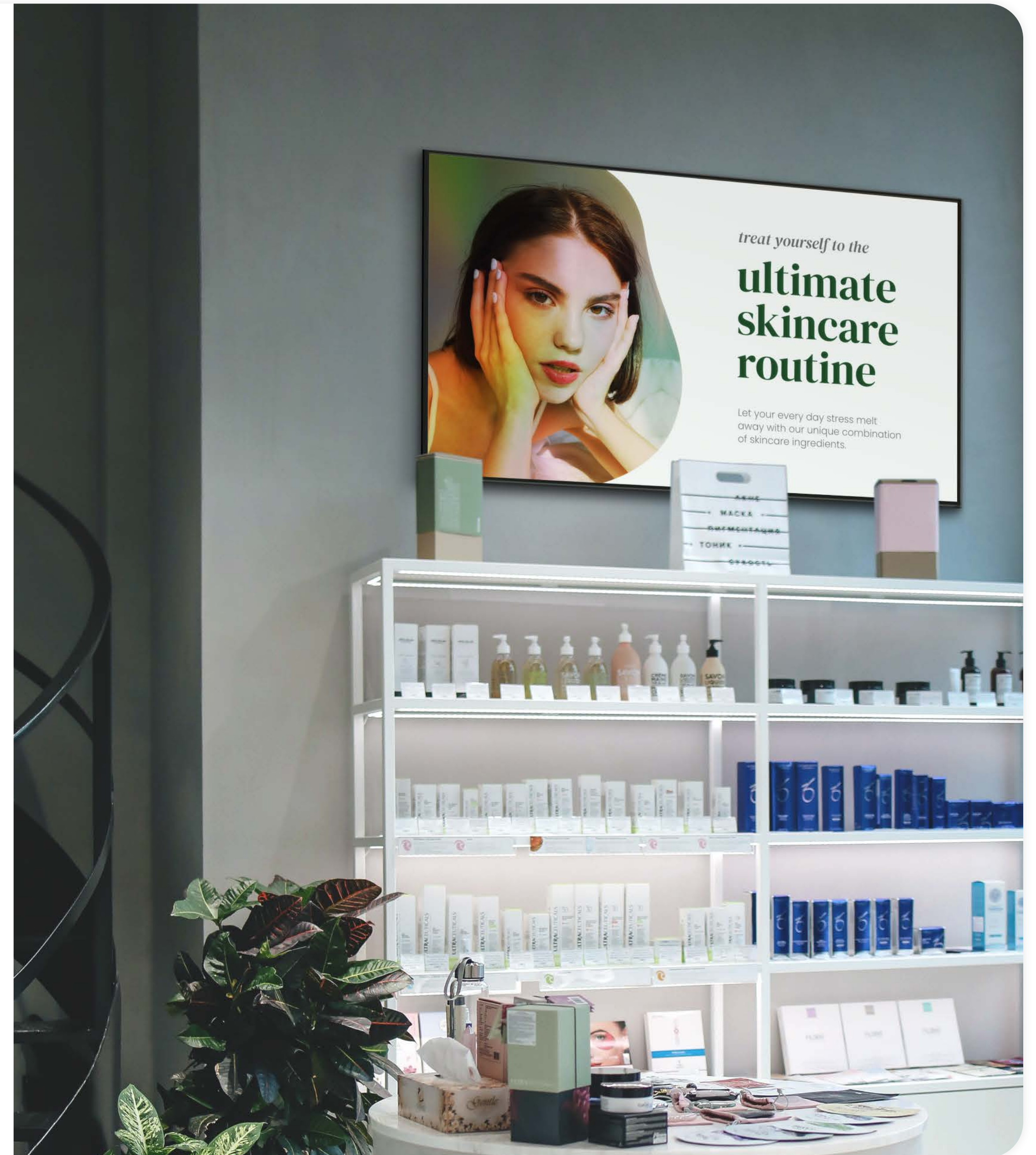
# in a nutshell

revealed: 4 engagement-boosting secrets  
only digital signage nerds know

Soggy socks. Warm lemonade. Moth balls. Creating your digital signage content shouldn't feel nearly as boring as any of these things. But if your signage isn't converting, chances are, right now it does. Let's supercharge your signage superpowers and make digital signage creation, schedules and results feel more like watching butterflies flit while wearing crisp, white socks (how nice).

As Australia's friendliest digital signage software, consider our nerdy knowledge yours. Our donut-devouring developers, in-house designers and marketing masters have put their heads together. To bring you exactly what we do to improve digital signage performance in a matter of minutes.

02 **fusion** signage





# 1 let's talk about your content

What your audience cares about most is your content. The quality, how it makes them feel and what they learn from it. They don't need to know about your brilliant hardware.

So, how do you know if your content's considered quality? Is it:

- A. Speaking in your viewer's language
- B. Confirming a thought your viewer already has
- C. Introducing a new idea
- D. Doing all of the above





D, all of the above is correct, great job!

Let's take a milkshake ad for example. Does your viewer call their favourite drink a 'frosted beverage' or a 'cold drink'? We're going to guess that second one. We use the viewer's language, then confirm with an image that a 'cold drink' looks like a milkshake. The way we grab attention is with the new idea: only \$3.50! They're interested, intrigued and sold in one (not to mention thirsty during this heatwave – whew).

## key takeaway:

Use the viewers language to captivate, then content must connect, confirm and create curiosity.





## 2 content must be optimised for it's location

**Empowered tip:** Any digital signage content has more than 90% relevance to your audience compared to other broadcast advertisements. In comparison, only 1-2% relevance is found with social media, website ads, billboards, newspapers, magazines, TV and radio.

Why? Glad you asked. Think of it this way: if a potential customer is engaging with your screen, they've openly shown interest in what you're offering (yippee!).

And when located close to the offerings themselves, they're receiving targeted information they can act on.





So, an easy tip to action today is to have a quick check that your screen's content matches the aim of your screen's location.

- 1 For example, the content shown at the front of your store should be optimised to catch attention. You (generally!) have 3-5 seconds to capture attention of passers-by. So use snappy transitions to lure the eye in.
- 2 A screen inside your store may sit alongside your products with more informative, slower content.
- 3 And content by your POS counter should focus on upselling.

## key takeaway:

Optimise for locations. Fast transitions at the storefront, slower educational posts in-store, bright upsells at the POS.





### 3 re-captivate with regular content updates

Imagine if every time you turned on your TV, the same movie played. Or, if you brought up your social media feed and saw the same posts over and over. Before long, you'd completely tune out. Same goes for digital signage. Updating your digital signage content regularly increases engagement with your audience, keeping them interested in your brand.

How often should you update content? That all depends on your industry. For example, a retail store may have new promotions every week. Whereas a local pub might offer daily meal specials. Check out how often you run events, sales, campaigns or competitions to help guide how many updates to make each week. Are you a small business who doesn't run campaigns? Think content updates along the lines of trends, weather, news or local events, paired with your brand content.



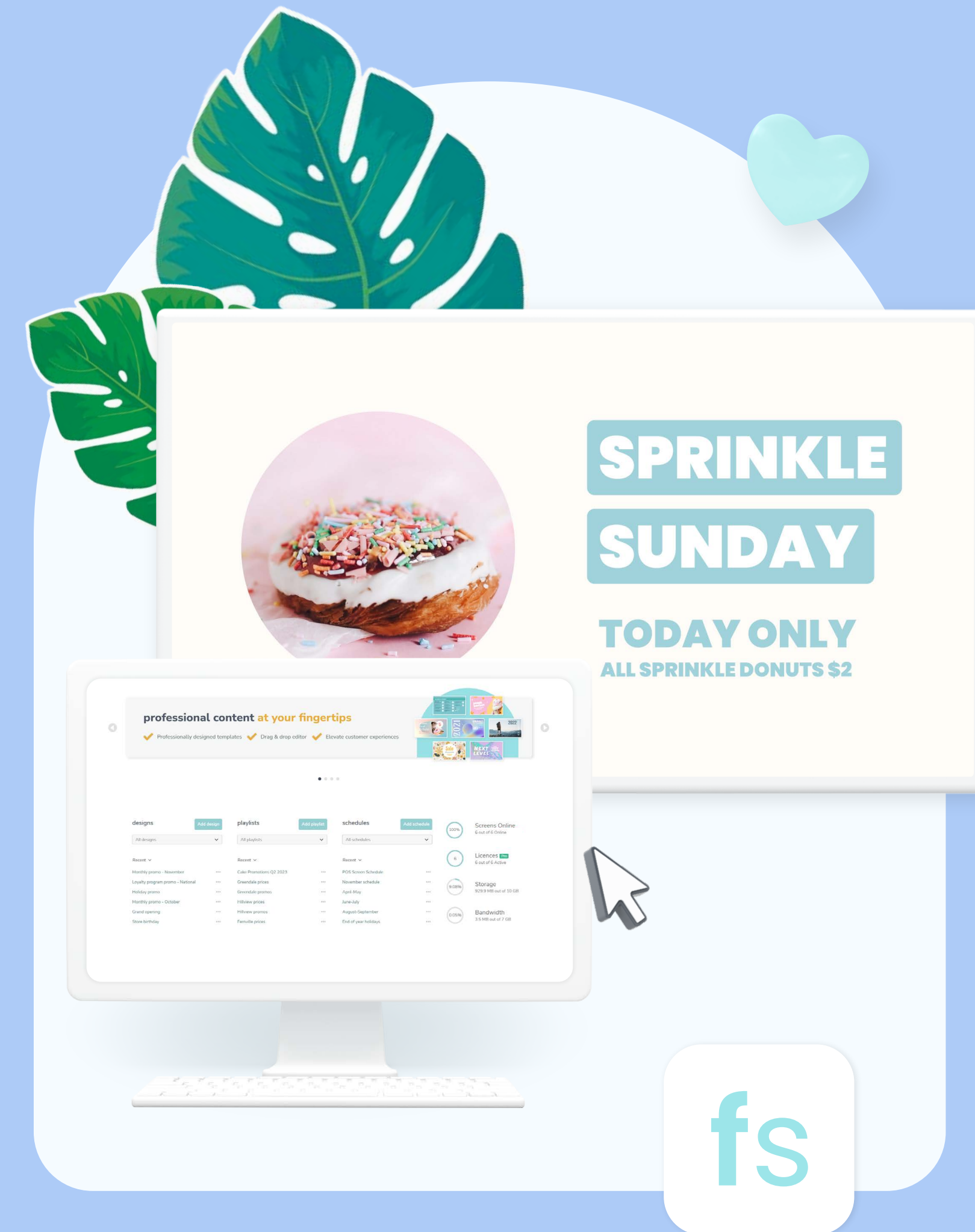


**Empowered tip:** Digital signage has increased relevance and engagement compared to other marketing platforms like social media. Because of this, take advantage of scheduling content updates. Then align these to react to real world data.

For example, along with your campaign messages, you might add local messages and news first thing in the morning. Or edit your message to be more focused on elderly customers who frequent at brunchtime. Then have teen-focused content for the after-school rush. The possibilities are endless!

## key takeaway:

Regular updates will ensure you captivate attention, even your regulars. Look at scheduling your content ahead of time!





## 4 customised, on-brand content continues to excel

It might make you giggle. But personalising your content to your brand is so simple. Yet many businesses completely forget to do it. With the ability to customise colours, fonts, layouts and images, Fusion Signage offers you a complete create, manage and deploy system in one place.

Want to get your customers and team members involved? Simply snap a photo. Upload and use the Designer's drag-and-drop functionality or Marketplace's ready-made templates to bring it to life. Not to mention the 1 million+ free stock photos to add extra personality. Or if you're creating personalised content for social media, export that to suit your signage. Easy win-win!



### key takeaway:

Personalise on-brand content to stand out and increase shareability.



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