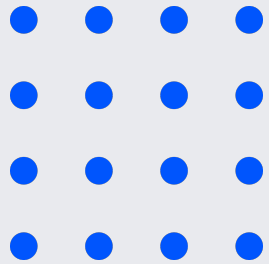




Leveraging Social Media For Digital Signage



Meet Max



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What is Digital Signage?



- Digital installation that displays video or multimedia content for informational or advertising purposes.
- Typically comprised of three key components:
 - *Content* - An inventory of audio, video, image, graphics, text, and more, assembled to tell unique stories for any number of unique intents.
 - *Hardware* - The physical, tangible components like screens, mounts, payment devices, printers, cameras, etc.
 - *Software* - The digital infrastructure enabling the creation, deployment, management, and analysis of content deployed on the hardware.



Digital Signage by the Numbers

90%

of information transmitted through the brain is visual

83%

recall rate of digital signage (double of traditional advertising.)

2.95%

average increase in purchase amount

35%

Reduction in perceived wait times

400%

more views captured than static displays





Benefits for Today's Reality.



1



COVID-19

For businesses that remained open during the pandemic, such as supermarkets, healthcare facilities, government offices, pharmacies and more, digital signage plays a critical role. Display social distancing policies, sanitization standards, merchandise pickup and waiting protocols.

2



Clear Communication

Safe and affordable way to communicate hours of operation, sales, and promotions.

3



Instant Updates

Can be easily updated or repurposed as offers and circumstances change.



Tools For Creation.

Creating content is easy, and the platforms for creation are endless. Use what you're comfortable with and don't over think it.

Screenfluence offers a direct Instagram integration for formatting your feed to fit your screens.



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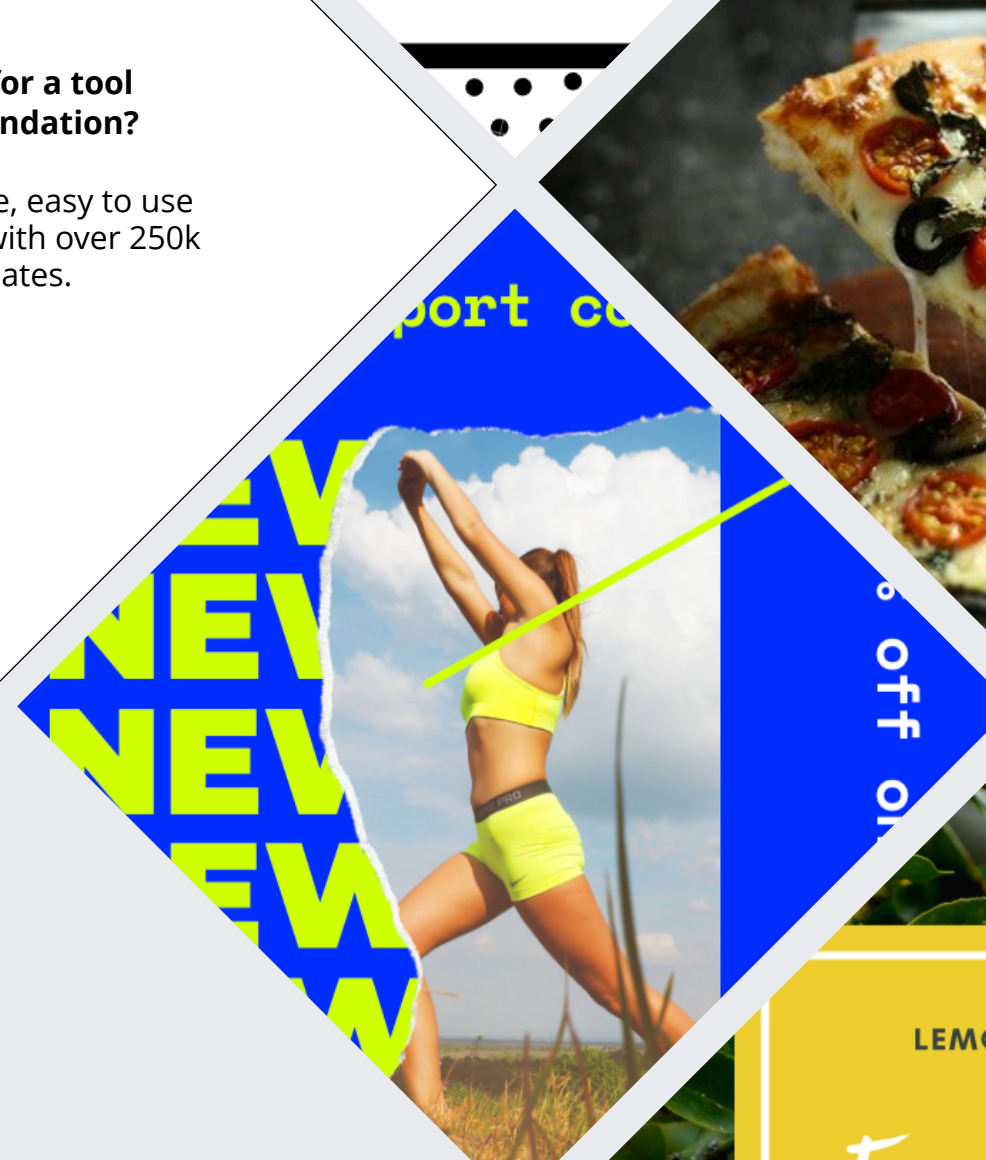
Looking for a tool recommendation?

[Canva](#) is a free, easy to use creation tool with over 250k templates.

SALE

Get 5% off when you enter the code "CYBER" at checkout!

World
some pizza? We
visit www.reallygr



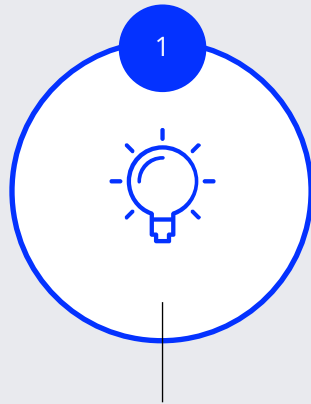
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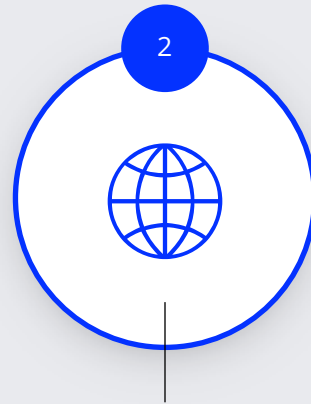


Leveraging Social Media



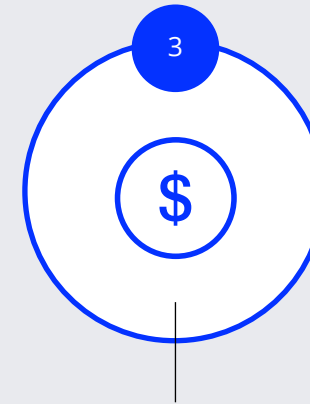
Brand Awareness

- Create / increase brand awareness.
- Drive local and global interaction.
- Trust / familiarity opens the door for audience management



Brand Consistency

- Maintain brand integrity
- Create a sense of familiarity
- Complete control from a central location / user.



Low Cost

- Added benefit
- Social media platforms are often free to use



What is the Goal?

Create **engaging content**...

...to **encourage** interaction with your desired audience!



Audience – who am I speaking to?



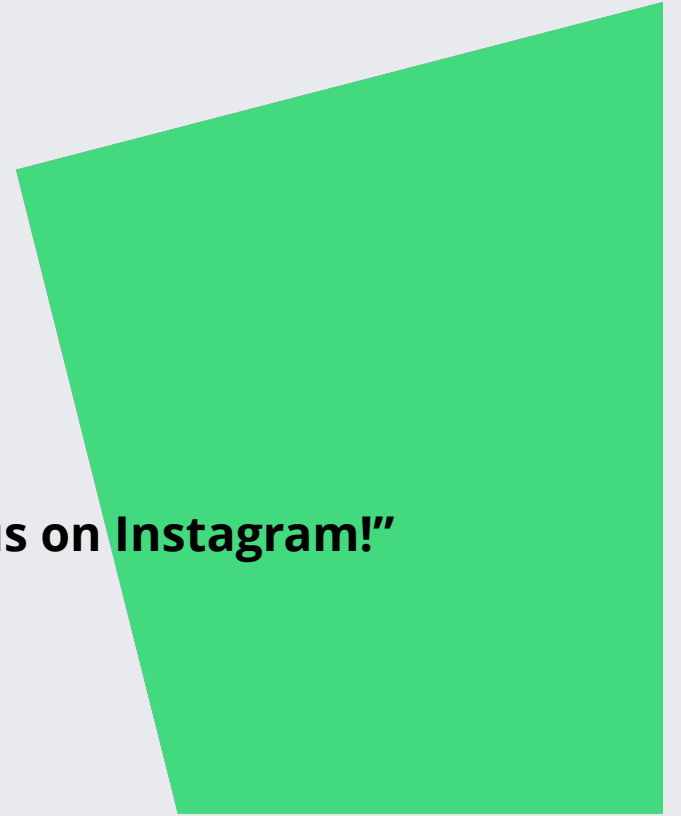
Messaging – clear & concise, easy to understand.



Pictures > Text



CTA – “Follow us on Instagram!”





Displaying Content. Be Proactive!

- Creating content is only the start -> where will it be displayed?
- Benefits of having a Digital Display:
 - Don't rely on other people to "follow" your company or check their email for promotions
 - Have displays throughout your store/office/health care clinic
 - Actively display your promotions/products/messaging across multiple displays
 - R-E-P-E-T-I-T-I-O-N





When to post. and how often?



Factors to consider

- Type of industry
- Nature of messaging
- EX: Internal comms (Employee Engagement) vs. external promotions (Friday Happy Hour Special)



General Rule

- 3-4 times per week
- Helps you stay relevant and top of mind
- Keeps you current in the algorithms.



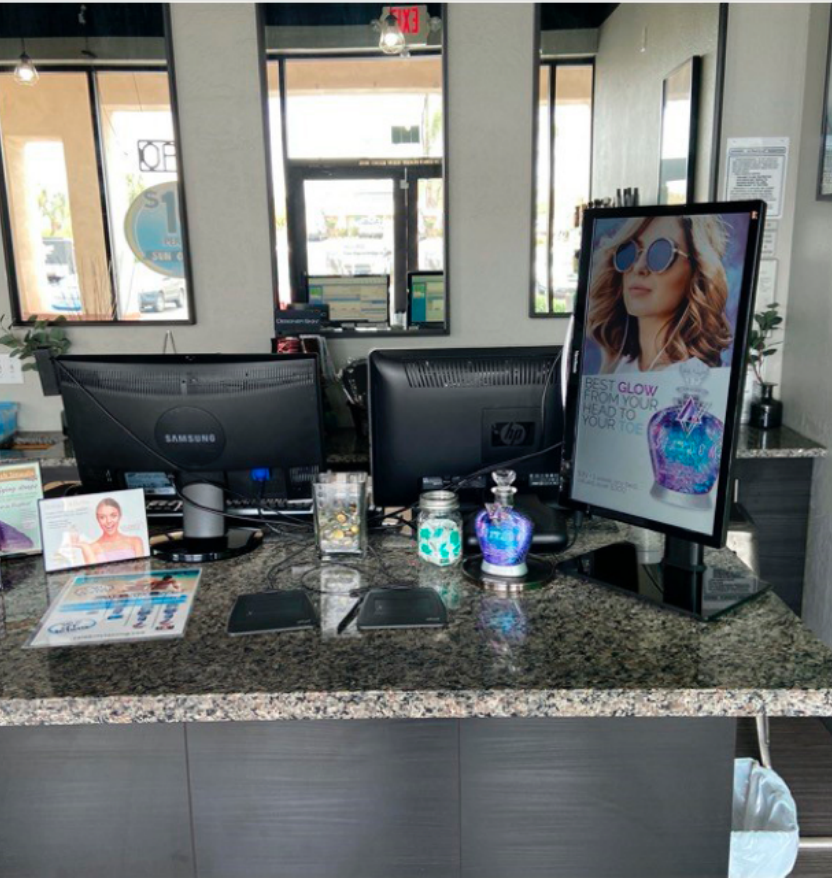
Audience is key

- Always keep in mind your target audience
- When are they most active? Time zone?
- What content engages them most?



Increase Revenue

This local tanning salon was able to drive sales of ancillary products while by running special promotions for ancillary products they sell at their location (e.g., creams/lotions/spa packages)



STOP!
GLAMOUR TIME!
AND YOU **CAN** TOUCH THIS

ONLY \$89
+1 WEEK FREE
VALUED OVER \$250

**CELEBRITY
TANNING**
MEMBERS ONLY SPECIAL



CONFIDENCE IS ALWAYS
THE MOST ATTRACTIVE
THING YOU CAN

WEAR

\$39 + 1 week
a \$200 value





Reward your followers!

Great way to promote your brand and give back to some of your loyal followers.

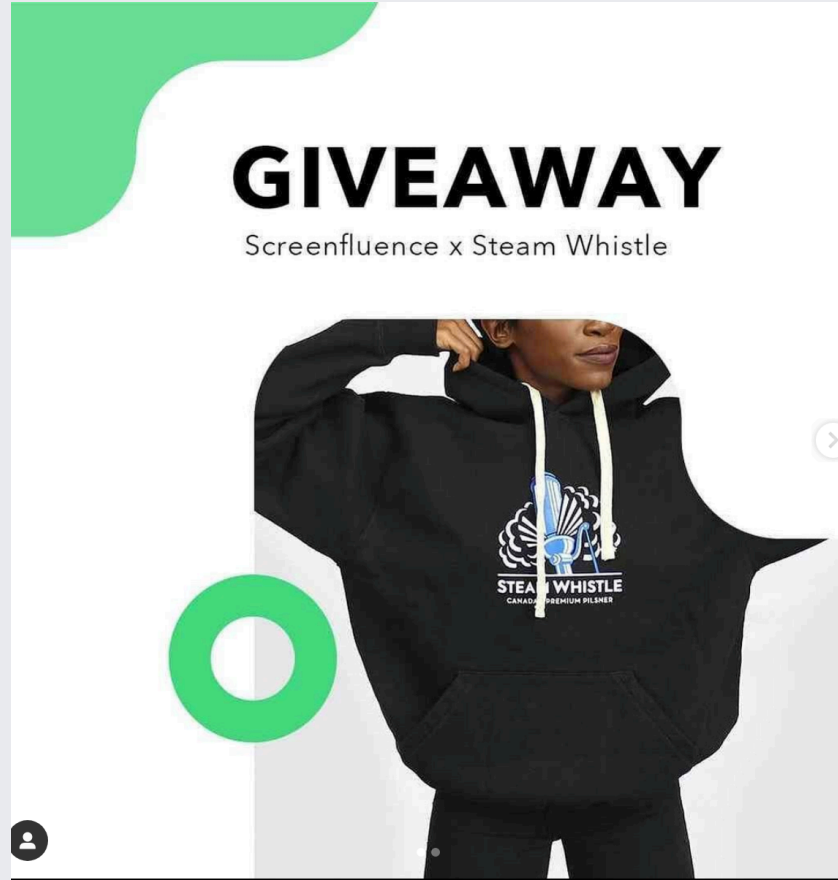
GIVEAWAY

screenfluence x SWEET JESUS



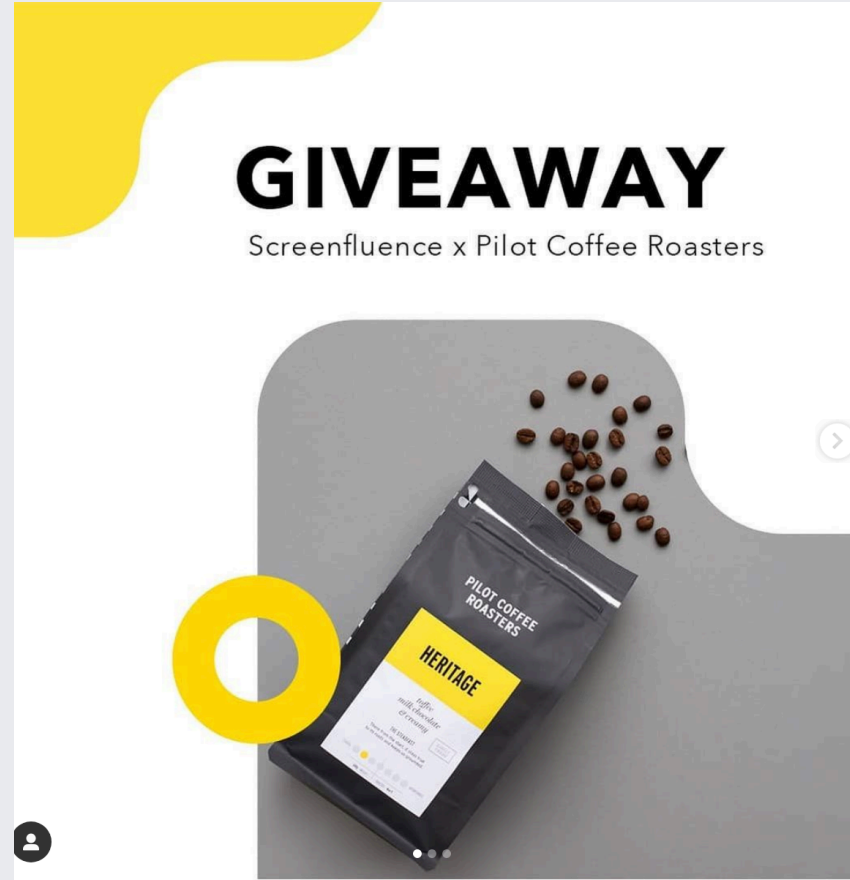
GIVEAWAY

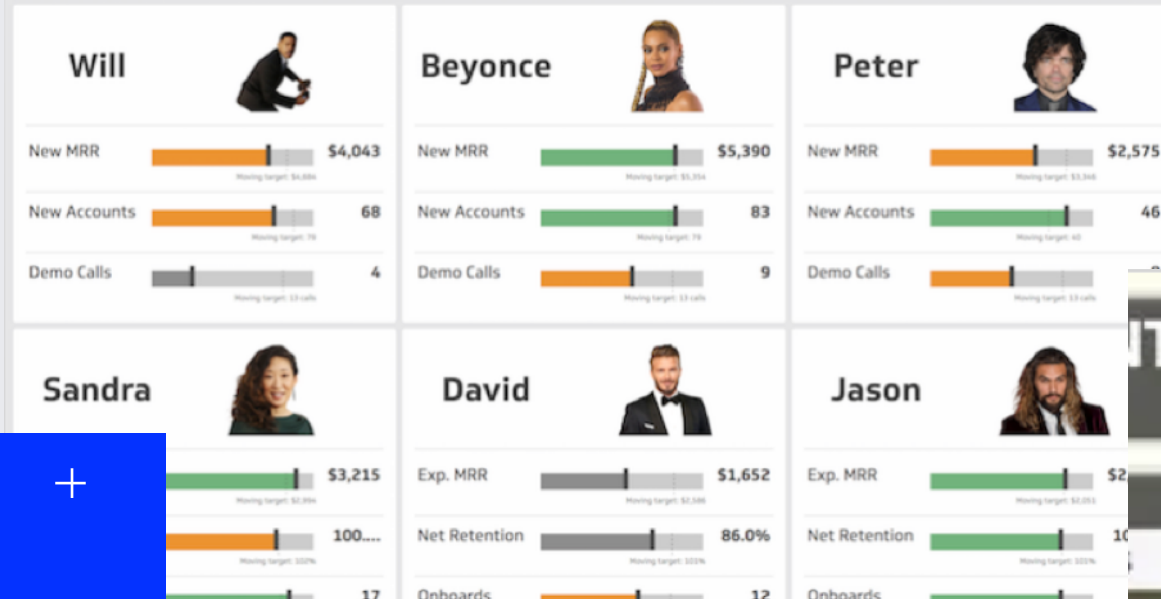
Screenfluence x Steam Whistle



GIVEAWAY

Screenfluence x Pilot Coffee Roasters

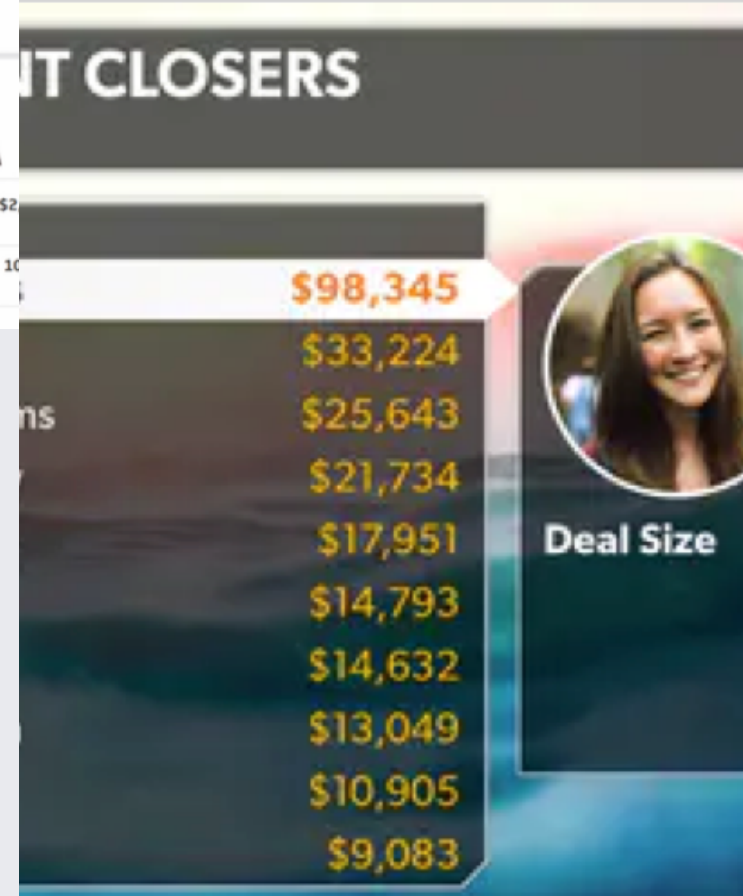




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Internal Competition

Great way to engage with your employees located around the globe!



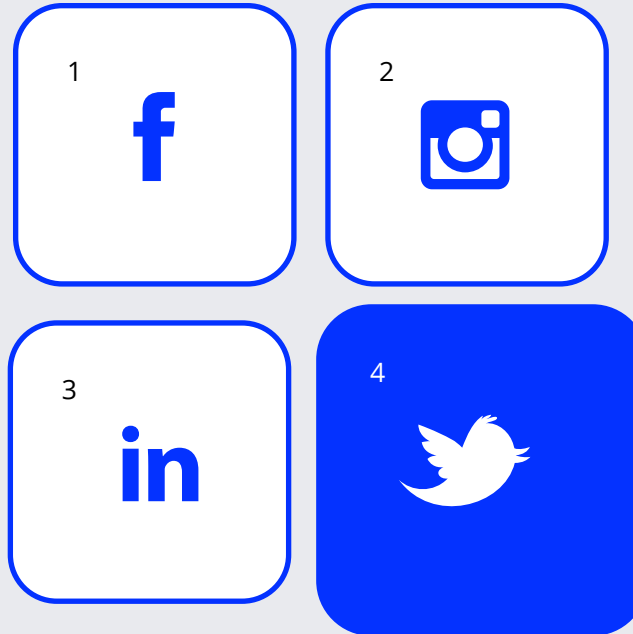


Questions?





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