displ

How to develop a content strategy for in-store advertising?

> Digital screens can open up many opportunities for businesses to interact with their audience, experiment and increase sales. We can help you create compelling and efficient content for digital signage through our guide, which is split into content strategy and management. Each part contains questions to help you complete your content marketing strategy.

Q1: Interaction with the customer

If you have a relatively young audience wanting more emotions and entertainment from shopping, pull-marketing suits you. Pull-marketing is a way of communication that invites customers to interact. For example, it can be a simple game, at the end of which the person receives a personalized discount.
Suppose your audience is not used to digital interaction and prefers live communication with consultants more. In that case, you should stick to push-marketing — when you directly inform about the promotion or product. Both approaches have pros and cons so you can use a combination of strategies for different products and audiences.

- ☐ push-content
- ☐ pull-content

Q2: Store size

People are more prone to impulsive purchases in large stores as they are immersed in the retail atmosphere. On the other hand, customers purchase efficiently and rationally in small stores because they usually come for something specific.
Therefore, the content strategy should take in account the store size. Offering specific goods in a large store is practical. In contrast, it is better to show brand content in a smaller store to increase customer loyalty and the likelihood that a visitor will remember you and return.

- ☐ specific product content
- ☐ brand content

Q3: Price segment

If you are competing in a low or medium price segment, your audience is sensitive to discounts, promotions and is generally focused on price when shopping. If you are competing in a high price segment, then for your audience, the price is not a primary motivation to buy. Consider it when creating the content strategy.

- [ ] content includes price information
- [ ] content doesn't include price information

Q4: Product application

Are you selling a hedonistic or utilitarian product? Does it focus on sensations or on solving the explicit need of the buyer?
Some products are more suitable for emotional and sensory content since it is ideal for the mood in which consumers are inclined to make such purchases.
And rational content works better for value products, saving time and making choice easier. For example, you can describe the air bubbles in a chocolate bar by showing clouds or focus on practicality by showing size and materials of bed linen.

- [ ] emotional content
- [ ] rational content

Q5: Product knowledge

Is your product well-known and understandable to the audience, or innovative and complex? Determining this is necessary to create correct messaging.
Perhaps your product has yet to gain mass popularity — then it is better to use descriptive content. For example, to promote a new ultra-light pillow, show its comparison with a regular competitor.
When the product is well-known, it can be more efficient to show more entertaining content to keep the customer attention.

- [ ] descriptive content
- [ ] entertaining content

Q6: Screen location

When managing and planning content on digital screens, always think about the location of each screen and try to adjust content according to it. The screens at the entrance to the store should attract the audience attention, the screens on the shelves tell about the product, and the screens at the checkout zone should entertain and inform customers while they wait.

So, we can distribute content based on goals of displays at different locations:

- ☐ attract the attention of visitors
- ☐ inform
- ☐ educate
- ☐ inspire
- ☐ entertain

Q7: Content targeting

If you have several audiences at your location, you may want to show specific content to different customers. Lucky for you, modern CMS (DISPL included) have built-in ways of targeting content on digital screens. There are two general approaches: gender and age-based, and emotion-based targeting. Both work using the camera connected to the media player — if the system detects a person with selected parameter (say, aged 20-35) it shows content that you chose for this segment.

- ☐ demographic targeting
- ☐ emotional targeting

Q8: Automated scheduling

Some content is relevant for a limited period of time, an it is fine. For example, you have special offers for every day of the week at your pizza store. But instead of doing it old-fashioned way and creating universal template with all offers in one, and leaving customer to find it, you can use automated scheduling. Your daily special offer will always be relevant and noticeable. You can have a special breakfast menu, you can set automated schedule to show it from 8 AM to 12 PM, and then switch to regular menu. And in the evening, you can promote special drinks only from 7 PM to 10 PM.

- ☐ switching by day
- ☐ switching by time

Let's summarize the results

When working on a content strategy for digital screens, account for audience segments, product characteristics, price, location of the screen, purposes of the communication and other limiting factors. We hope this guide helped you understand nuances of creating content marketing strategies for digital signage.

Get an expert consultation

✉ order@displ.com

🖱 displ.com