

Digital Signage Checklist

We hear you; digital signage is one of the most popular and cost-effective ways to communicate, and you want in on the technology for your organisation, but where do you start?

Our digital signage team have put together a checklist to help you navigate your way from start to finish.

Objective



Define the reason for deploying digital signage:

- Brand Promotion
- Increase Sales
- Internal Communications
- Directional Information

Measure



Identify how you will measure your objective success/ROI:

- Increased Brand Recognition
- Higher Revenue
- More Knowledgeable and Motivated Employees

Position



Ascertain position of screen within the building to determine:

- Size and Dimensions
- Mounting Options – wall, floor, ceiling, tilted
- Safety
- Accessibility

Installation



What needs to be implemented for deployment and managed post deployment:

- Power Accessibility or Requirements
- Connectivity Accessibility or Requirements
- If planning on using Wi-Fi, how strong is signal in area identified
- Documentation on what screen is where

Responsibility



Engage with stakeholders to ensure responsibilities for managing the deployment:

- Technology Support for Installation
- Training of 'product champions'
- Design & Content Strategy
- Identify who will be keeping the content fresh and engaging
- Revisit strategy with stakeholders regularly

Scale



Establish the scale of your project:

- Single or Multiple Screen/s
- Single or Multiple Location/s
- Landscape or Portrait
- Video Wall
- Menu Board
- Totem
- Touch or Non-Touch Interactive
- Indoor or Outdoor
- Type of Display (all-in-one or media player and screen)

What Message Goes Where

Content



Clearly articulate your message needs and identify the type of multimedia formats that will best communicate your message:

- Live Streaming
- Video
- Posters
- Images
- Google Slides (or similar)
- RSS Feeds
- Social Media – Twitter / YouTube
- Interactive Zones

Remember - Content is King

Solution



Select the solution for your needs, make sure it is:

- Intuitive – Easy to Use
- Scalable
- Feature Rich
- Cost Effective
- Flexible
- Adopted and Used to Full Capabilities
- Value-Add – Integrated Solution, Ongoing Development

Select industry recognised