5 TIPS TO
Increase Retail Sales with Digital Signage

Central
by LogMeIn®

Digital signage has transitioned from advanced, out of reach methods to technology that's accessible and affordable to retail businesses of all sizes. In the last year, the use of digital signage among retailers has increased 40%, according to Digital Signage Blog, largely due to business benefits and revenue upside. The most important benefit of digital signage proves to be an increase in sales. In this eBook, we uncover 5 ways to improve sales with the optimization of digital signage in your retail store:

TIP #1
Use eye-grabbing creative
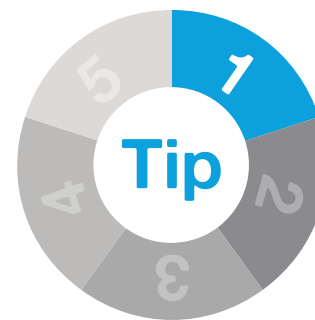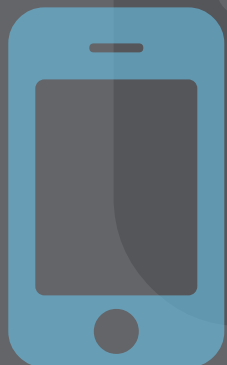
TIP #2
Personalize customer experience

TIP #3
Highlight sales and offers

**TIP #4**
Promote specific product lines

TIP #5
Dig into the data

Tip 1

Use eye-grabbing creative

The first thing customers notice about a digital sign is that it's digital. In 2015, it's all about the screen, regardless of the size, and people are simply attracted to screens. Look to create engaging, fun displays and quickly change the creative if it's not working or if the branding changes.

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Tip 2
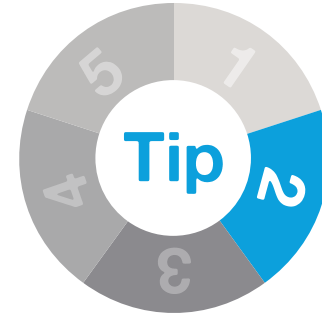
Personalize customer experience

Your customer has a screen in their hand (their phone) and a screen in front them – connect them! If you have an app, encourage customers to download it for a personalized shopping experience, or create the customized experience right there in store to get them closer to the product they really want.

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Tip 3
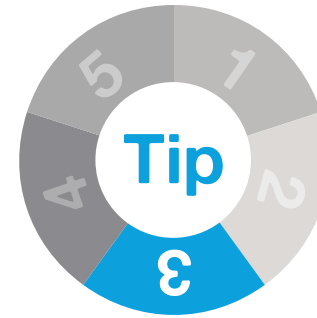
Highlight sales and offers

With digital signage, you can increase visibility of promotions in your store. Whether it's a semi-annual sale or simply a day-long promotion, you can customize promotions by store, cut costs on creative for displays and shipping to each store, and manage it all from one location.

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Tip 4
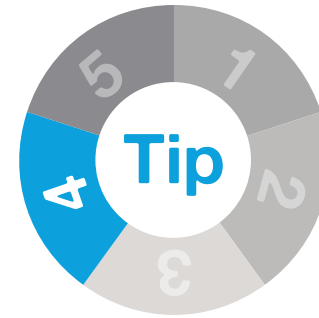
Promote specific product lines

As a new season approaches or a brand new product comes to market, you can highlight that on the digital signage. Have two priorities at once? No problem, just have the creative rotate using a remote management tool.

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Tip 5
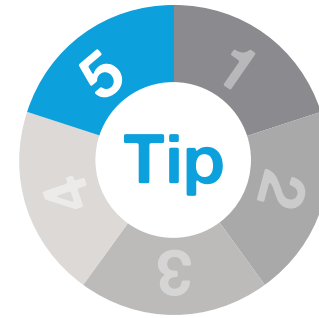
Dig into the data

If you're transitioning your signage from traditional physical signs to digital, there's one more thing you'll be armed with—data. Depending on your digital sign, you'll have data on everything from the viewer, how long they viewed, if they purchased, and much more. Analytics on the data will help inform future pricing, creative, and advertising decisions that will ultimately improve sales.

Enhance Your Digital Signage with

Central by LogMeIn®

With Central, you have complete control over your digital signs and kiosks — anytime, anywhere. Central delivers powerful remote access that allows you to manage and maintain all of your digital signs through safe, secure connections. Grow your retail business with Central's advanced features:

- Easily showcase new products and promotions on in-store digital signs from where you're located

- Create automated tasks and setup alerts to stay ahead of downtime

- Improve the customer experience with remote management that is easy to scale for all locations

Start a trial

Digital signage has become a critical piece of owning and running a retail business. From the ease of operating and consistency in message to the reduced costs and increase in sales, the adoption of digital signage is inevitable in the industry. With the use of digital signs and kiosks, retailers can focus more on engaging creative, personalized shopping experiences, and customer support, rather than logistical issues associated with traditional signage.

To learn more, go to **logmein.com**.

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