



MOOD:

Timing is essential. When will customers catch sight of your messages? Upon entry into the store? While driving by?

To be successful in quick-service retail, your convenience store needs to stand apart from the crowd, but let's face it: these days, customers are inundated with information. Advertising is everywhere - from flyers to billboards to park benches. In fact, most public spaces are so overpopulated with static sales messages that most consumers walk right past them.

So how can you make sure your convenience store will catch the customer's eye?

Digital signage displays within your store offer an excellent and eye-catching solution - but they need to be used effectively to ensure your success. The experts at Mood Media have come together with tips designed to help you pump up your digital signage displays.

- + Consider the location. Consider your entire space before installing - What elements within your store might inhibit or detract from your customer's viewing? If customers aren't drawn to or can't see your digital signage, then you've already failed - so it's crucial to make sure you've carefully considered your placement.
- + Timing is essential. When will customers catch sight of your messages? Upon entry into the store? While driving by? Be sure that the messages you are displaying are adjusted appropriately in order to make the most of them within the customer experience. It's easy to do this - offer in-store discounts, tell them of your loyalty program if you have one or adjust messages to meet the appropriate season. The possibilities are endless.

It's also important to make sure you're allowing enough on-screen time for your customers to read and understand each message. There is nothing more annoying than an ad that flashes by too quickly to comprehend!

- + Review your messages for relevance. Your audience will tune out messages that are nonsensical or don't relate to them in that moment. Your customers are constantly on the go, so keep the messages simple, on point, and significant to their experience. By appropriately tailoring your message to your targeted audience, you'll maximize the effectiveness of your digital signage displays.
- + Content is the be all, end all. No matter how high-tech the equipment, if your digital signage displays don't showcase dynamic content, you'll lose viewers. What you display is important - but how you display it is just as powerful. For instance, a screen cluttered with multiple messages is far less likely to connect with customers, so make sure your messages are clearly displayed, focused, and easy to understand. By breaking long messages into multiple segments, use clear, properly sized fonts, and choosing eye-catching, complimentary colors, you'll find customers tuning in more often.

Remember, the competition is stiff. Follow these tips when managing your digital signage displays, and you'll maximize audience engagement, boost sales, and drive future business.

For more information on maximizing the effectiveness of your digital signage displays, contact the experts at Mood Media today!

CONTACT

To find out more on how Mood Solutions can help design your customer experience, contact us at:

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