

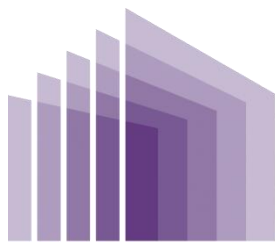
Provided
courtesy of
Dynamax

YOUR DIGITAL SIGNAGE PREPARATION KIT

Part 3 – The Content



For those who want to get
it right from the start



dynamax

Digital Signage Specialists

What you need to know about our digital signage software



 **digitalsignage.NET**
by dynamax

Download our new brochure

Set up an account for free

We are one of the longest standing digital signage companies worldwide and for more than a decade we have put every effort into developing best-of-breed digital signage software solutions. To learn more about our products please visit our website.

[Sign up for FREE ▶](#)

Try digitalsignage.NET for free

[Request A Consultation](#)

Contact us today to see how we can help

If you're working under a tight deadline and planning to launch your digital signage project soon, but you're still not sure where to start, then this 4 part series is the resource for you.



How and when to use this kit

- Speed up the research stage as you will know what type of products to be looking for
- Decrease the risk of any unforeseen expenses and delays
- Have the ability to offer your team an educational tool which will ensure that you can all use the technology.

Whether you are in the know or a novice in all things digital signage, this kit will provide you with the knowledge you need in order to plan your project correctly and deliver it on time and on budget.

By reading the series, you will:

Understand the subtleties of each element of the system- software, hardware, content and installation

Be able to avoid making common mistakes that can compromise the ROI of your project

Be able to measure the system's ROI based on your criteria of choice



The content

“In environments where people spend more time, you should be able to tell a story and not just aligning content elements.”



“Good content needs to be eye-catching without being intrusive. It should be a pleasure to watch. The update frequency has to be in line with how frequently viewers are exposed to your screens.”

“Content, like news, should be updated as often as possible in order to be relevant.”

“You should carefully choose what content you show on your screens. It needs to support the communication goals you are aiming for and be relevant to your target group. Adapt the look and feel of the screen to your environment and brand.”

No matter the size of your screens, the reliability of your media players and the sophistication of your software, it's the quality of your content that will ultimately determine the success of your project.

If people aren't attracted or convinced by your message, then your system's ROI (Return on Investment) will be close to zero. It's important to keep your content looking professional or it may harm your brand image. Keep it sophisticated and you'll certainly create a great impression.

Andrea Le Vot, CEO Europe at digital signage content provider BlueFox, shared a few tips with us. Here are a few lines of her [interview](#):

“Environments with low dwell times demand for a fast rhythm, short loop content.”

“Visuals need to capture the attention of the audience quickly, long texts should be avoided.”



The importance of colour

In order to be eye-catching, your content must include the right colours. Use **orange** and **red** if you're launching a special promotion or announcing a very important event, as they are the best at attracting attention and encouraging people to take action.

Given **green** and **blue**'s calming effect, these are appropriate for content shown in hospital waiting rooms, dentist surgeries or even nurseries.

Take a look at the two tables on the right highlighting the psychological impact of these main colours, as presented in an article of Fastcompany.com, "Why is Facebook Blue?"

If you are specifically targeting men and women with your content, then the findings of KISSmetrics' research will interest you. According to those, each gender has its own favourite and not-so-favourite colours. This is definitely an important consideration when devising messages meant to convince them to act in a certain way.

The content

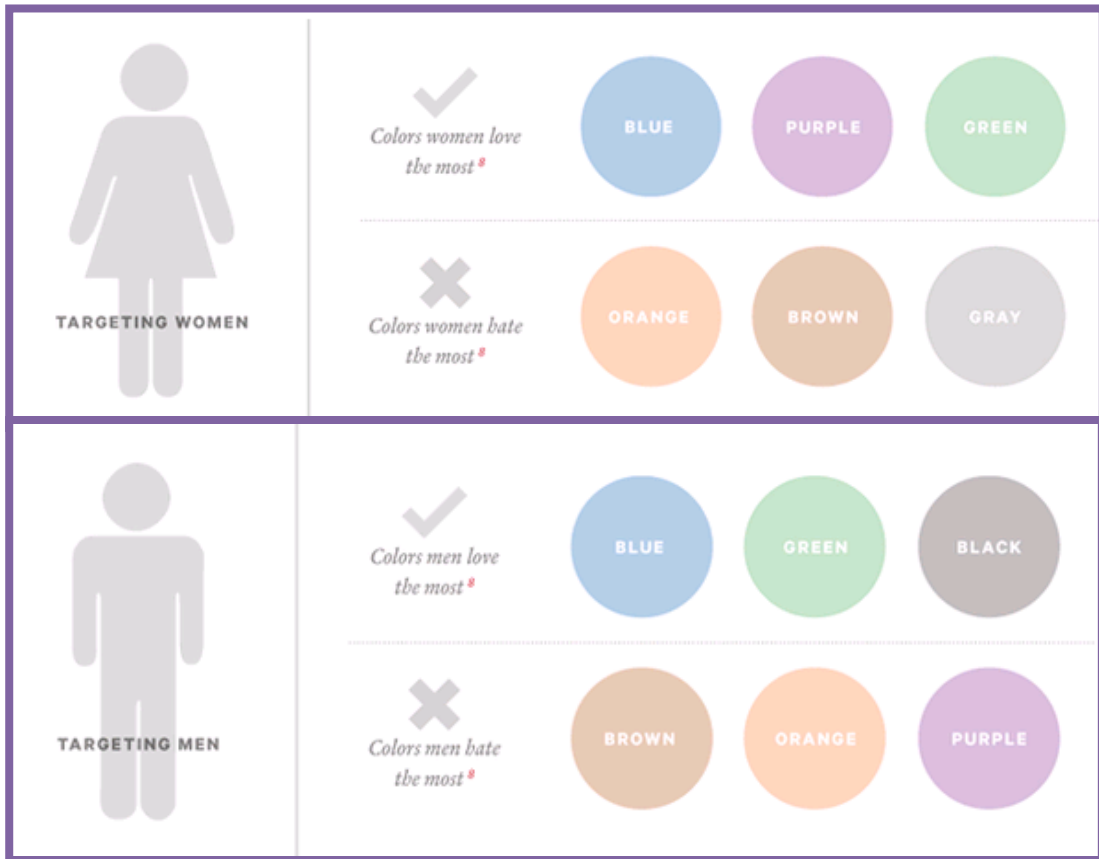
The infographic is divided into two main sections, each containing a 2x2 grid of color-coded 'Buy' buttons. Each button is accompanied by a color name and a list of psychological effects and common uses.

Color	Psychological Impact	Common Uses
Yellow	Optimistic and youthful	Often used to grab attention of window shoppers
Red	Energy, increases heart rate, creates urgency	Often seen in clearance sales
Orange	Aggressive, creates a call to action	Subscribe, buy, or sell
Pink	Romantic and feminine	Used to market products to women and young girls
Blue	Creates the sensation of trust and security	Often seen with banks and businesses
Green	Associated with wealthy, the easiest color for the eyes to process	Used to relax in stores
Black	Powerful and sleek	Used to market luxury products
Purple	Used to soothe & calm	Often seen in beauty or anti-aging products

The importance of colour

The content

Source: The findings of KISSmetrics' research- ["Why Is Facebook Blue? The Science Behind Colors In Marketing"](#)



Other guiding principles:

- *Don't cram your screen with content.* Sometimes, less is more - so avoid being too wordy with your digital signage content. Keep it short and to the point, directing people to other sources where they can find out more information (your reception desk or website).
- *Employ imagery.* Don't rely on text only to relay information. Images and videos

are indeed one of the most effective communication tools as they the type of media that most people prefer nowadays. You can add online streams such as Flickr to your digitalsignage.NET account, so you don't have to manually upload a high volume of files.

Check out our blog post for extra info:

<http://www.digitalsignage.net/2013/10/24/digital-signage-capturing-the-customer/>



Managing the set-up of your digital signage system is not an easy job. There are several aspects to consider, and the final part of this series will be focused on the installation where we guide you through the process.

We're here to help. [Call or email us at any time](#) for a FREE consultation and we'd be happy to answer your questions.

If you need help with choosing the right digital signage solution and installing it in your locations, our experienced partners can assist you with that. They know all about screens, media players, brackets and mounting displays and can take all the hassle of installing the system upon themselves.

[Check out a selection of Partners we work with](#)

“

Wake up with a sense of purpose, then do your best to execute your plan!

”

Conclusions

4 Things To Keep in Mind

- The quality of your content will determine the success of your project
- Different colours work for different purposes
- Keep your screens tidy
- Include lots of images & videos

What next?

We take a look at the installation. The final part of the preparation kit will explore the installation in detail with useful tips and tricks.



SIGN UP TO digitalsignage.NET FOR FREE

See how digitalsignage.NET works by taking a tour of our digital signage software.

All you need is an internet web browser connected to the Internet and you're ready to start.

[Create your digitalsignage.NET account here.](#)

