

Digital signage

How can I use digital signage as an effective comms tool?

The digitalization of information has sped up the communication process, but the digital era also has a downside – the information overload, which is rapidly taking its toll.

“Any information not seen as highly relevant is trashed immediately, or even regarded as spam,” says Frank Hoen of Netpresenter.

By publishing your message on digital screens, known as digital signage, you can ensure your audience sees your message again – in a less-intrusive and less-time-consuming way.

“Rather than keeping people from doing their job, it offers entertainment when they are waiting, eating, or simply passing by,” he notes.

Using digital signage effectively, however, requires a whole new approach. Messages need to be highly visual, professional, targeted, and brief.

“Tell people only the necessities and where to find more information,” he advises. “And don’t stick to the beaten track when it comes to reaching your specific audience: even PC monitors can be a highly effective communication channel.”

If used wisely, digital signage allows for fast and effective communication with any audience.