



6 BIG BENEFITS OF DIGITAL SIGNS Part 4: Advertise on Your Own Network

Your Own Media Network

Radio, TV, print and Yellow Page ad channels are all great, but you don't own the channel or influence the huge volume of potential customers right at your front door with the highest likelihood of stopping in. You're just buying their space, and it's expensive.

What if you owned and controlled the media network?

With digital signage you do. Building a solid, on-going, low-cost, in-house marketing program is one of the many benefits of owning a digital sign.

Non-Stop Commercials at a Fixed Rate

Owning an electronic message center clicks on the switch for an endless flow of content creation that eventually turns traffic into customers. The time you invest in good content creation turns into a real profit center and it doesn't take long to become your own marketing machine.

“It doesn't take long to become your own marketing machine.”



Example of a Point of Transit Electronic Message Center provided for Green Top Sporting Goods, Ashland, Virginia. Green Top chose a lease-to-own program and its internal marketing department directs its 24/7 ad programming to an audience equivalent to two packed NFL Football stadiums daily.



Example of a Point of Transit Electronic Message Center provided for Puritan Cleaners, Richmond, Virginia. Puritan's internal staff directs the 24/7 ad programming for its network of signs across the retail chain's regional footprint to the tune of over 3 million viewers a month. Do that with cable TV!

Point-of-Transit Advertising Works

Digital Signage can be divided into these three most common marketing situations:

- Point of Transit:** Outdoor message centers grab the eyes of passing consumers for brief periods of time; Focus on establishing brand identity while mixing in promotions using visually attractive content in short bursts;
- Point of Wait:** Message centers where customers have to wait; Concentrated on longer feel-good infomercials enhancing the overall customer experience;
- Point of Sale:** In-store or drive-thru monitors among active shoppers that focus on building incremental sales by promoting an immediate call-to-action.



Example of a Point of Transit Electronic Message Center used by the HoneyBaked Ham store in Richmond, Virginia. Owners Kathy and David Crawford say the advertising program works great for them and it's even better that the content is supplied by their corporate marketing office. HoneyBaked Ham has seen double-digit increases since the digital sign was installed!

A complete digital signage system - one that you completely own and operate yourself - can persuade people to shop at your store, then help up-sell your products at your price point once they get in.

Holiday Signs provides ROI analysis, hardware, software, financing and training for clients with high traffic count locations interested in adding Digital Signage to their existing Comprehensive Marketing Strategy.

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