

# RISK-FREE DIGITAL MESSAGING

## PART 3- ON-PREMISE CONTENT MARKETING

If you're like most people in business these days, you consider content marketing has value. Consider the following 2013 trends:

- \$118.4 billion will be spent on content marketing in 2013. (Brafton Editorial)
- 90% of businesses use content marketing. (B2B Marketing Insider)
- 77% of people understand that an organization's goal for custom content is to sell them something, but are OK with it as long as it provides value. (TMG Custom Media)

When we think of content marketing strategies we think of blogging, case studies, white papers, website landing pages, e-mail, and so on, but shouldn't digital messaging have a place within a well-rounded content promotion program? After all, a digital sign is just a big, exterior-grade computer monitor able to share custom content with potentially millions of people a month. (A two-sided sign on a busy road like Jefferson Davis Highway in Fredericksburg, Virginia has an average traffic count of 30,000 cars a day or 1.3 million potential monthly views based on the U.S. average of 1.5 persons per vehicle.\*)

\*VDOT 2012 Traffic Data  
([http://www.virginiadot.org/info/resources/Traffic\\_2012/AADT\\_PrimaryInterstate\\_2012.pdf](http://www.virginiadot.org/info/resources/Traffic_2012/AADT_PrimaryInterstate_2012.pdf))

### Leveraging Online Content

Many customers of Holiday Signs operate hotels, restaurants, banks, and car dealerships and have prime road frontage for digital advertising. They understand the value of reaching real-world traffic in addition to traffic online. Digital signage can utilize text and also static and video images that tie in with virtual marketing

### How's the Content Marketing Doing?

Marketing Type	High Touch Rate	High ROI	High Response Rate	High Short-Term Response	Ability to Schedule Content	Searchable Web Content
Blogs				X	X	
White Papers						X
E-News Letters	X	X		X	X	
Web Site Landing Pages						X
Social Media Share		X		X	X	
Exterior Digital Signs	X	X	X	X	X	
Interior Digital Signs	X		X	X	X	

(based on brick and mortar retailers) [www.holidaysigns.com](http://www.holidaysigns.com)

Contact: Mark Hackley, Account Executive  
mhackley@holidaysigns.com (540)416-3154



*Businesses can publish interesting online content about featured items then run brief content on their digital signage that coincides with and reinforces the ongoing on-line marketing push, or vice versa. Digital signage content is a great part of a content marketing program but it does what online content can't do: It makes a direct impact on vehicle passengers right outside the front door!*

campaigns. While generating regular online content, wouldn't it be cost effective and provide a higher ROI to use pieces of the content already created on electronic signage at the place of business, tying the marketing scheme together while building brand and luring people in?

Many times chain customers ask about the process involved with setting up a central computer where content is designed and used to send scheduled messages to pylon signs at each of their locations, sometimes across several states. Recently, marketing managers of a 23-store nursery chain, a 9-branch bank chain, and a growing retail healthcare organization were delighted to hear that this process can be part of the normal installation these days, easy to configure and train employees. Nowadays it's also possible to utilize RSS feeds for live data like stock prices, news clips, emergency information, and other data that an organization may want to feature on its signs.

[Read More About Electronic Sign Control Software](http://www.daktronics.com/Products/Services/Products/Software-Controllers/MessageDisplayControllers/Venus-1500/Pages/default.aspx)  
<http://www.daktronics.com/Products/Services/Products/Software-Controllers/MessageDisplayControllers/Venus-1500/Pages/default.aspx>

### Customer Realization

Our project managers regularly demonstrate to customers how adding digital signage to their existing marketing programs can help them grow their sales. At first they are very cautious. It usually takes a little while, but once they realize the tremendous size of their captive audience pool and understand the huge value of the potential customers right at their doorstep, a light goes on. Then, as they compare the cost of other media to reach so many in their direct market, they begin to understand the value of digital messaging, eliminating their perceived risks in making the investment.

*On-premise digital signs can tie into existing content marketing campaigns and help form a strong and consistent message.*