



# 48 ways to improve retail experience with digital displays



## What is '48 ways to improve retail experience with digital displays'?

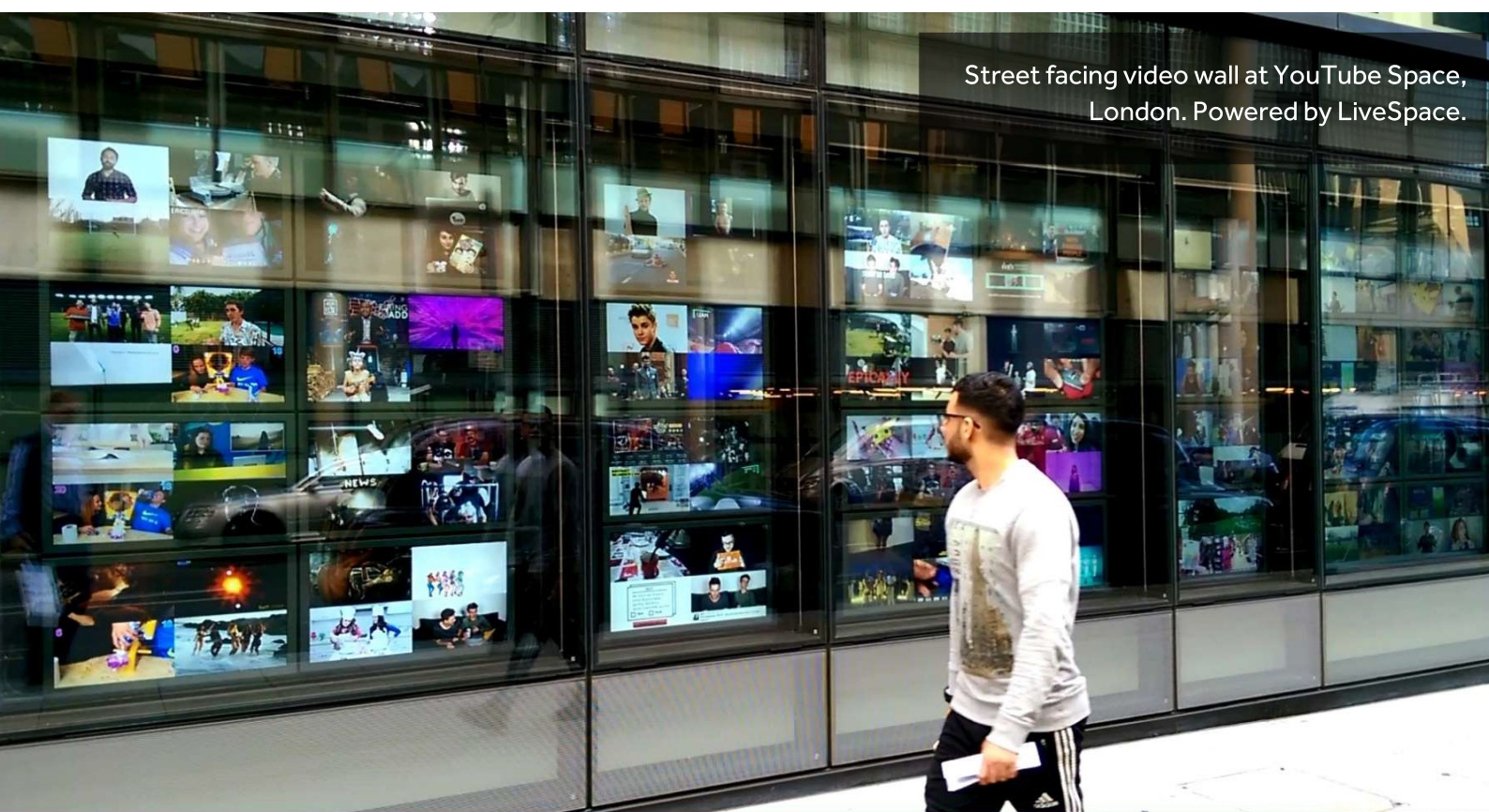
Bricks and mortar shops still have a very important role even in our increasingly online world. They remain as the important touchpoint where people can still touch and smell products before they buy. And that tangible experience hasn't yet been replicated online.

You'll find 48 ways to improve retail experience with digital displays gives retailers heaps of ideas to help them get more shoppers to store, keep them shopping for longer, and help them spend more at the checkout.

We've aimed to make this guide relevant whoever you work with for your digital signage. However, it's important that you know it's been written by our team here at MRG Systems, and that we're the people behind LiveSpace digital signage.

You can learn more about why we think LiveSpace is the best digital signage system money can buy and find out how to contact us, at the back of this guide.

### LiveSpace makes your messages unmissable



Street facing video wall at YouTube Space, London. Powered by LiveSpace.

# Contents

This guide explores heaps of ways you can improve the retail experience with digital signage. We've broken down the ideas into the typical stages of a customer's journey through your store.

Get the commercials sorted	4
Get the creative sorted	6
On the street	9
On the way in	13
Around the store	15
Time for a coffee	17
At the checkout	18
On the way out	19
About LiveSpace	20

## Get the commercials sorted

Before your digital signage is ready for customer eyes you'll need to get the foundations right. This section covers some of the digital signage decisions you'll want to get sorted up front.

Find out much more about many of these topics in our [Plain-speaking guide to Digital Display](#) which is available from [www.mrgsystems.co.uk](http://www.mrgsystems.co.uk)

### #1 Define your metrics

You'll almost certainly have some stretching metrics to meet in your retail role. These are ways of measuring the things that simply must happen to make your retail business a success.

When designing and implementing your digital signage system define how you want your digital displays to improve your key metrics like:

[Footfall](#)

[Dwell time](#)

[Average transaction value](#)

[Trading profits](#)

### #2 Spend your budget wisely

Digital signage doesn't just drive sales. It also helps cut operating costs.

Printing costs can be a thing of the past if you move to digital display. As will shipping costs like postage. You will also massively reduce your merchandisers workload as they won't be fiddling around with difficult to assemble point of sale materials.

You can choose whether the money you save is used to improve your trading profits, invested back into other store improvements or passed on as savings to customers.

### #3 Incentivise winning performance

You might want to create a league table for your stores to compete.

Incentivise top performance and learn from what the best stores do well. At the same time offer support and guidance to stores whose performance needs to pick up and share knowledge with them from your better performing branches.



## #4 Sell advertising space

Retailers are increasingly selling advertising space in and around their stores to complementary businesses and brands.

As well as making use of your screen time to promote your own offers, you can also advertise for others and be paid to do so.

This revenue generator is becoming widely used at petrol filling stations and is likely to roll out in many more places with a captive audience.

## #5 Ask your suppliers for support

The cost of your digital signage system needn't only be met from your own coffers. Given your suppliers will be able to:

[List more products](#)

[Say more to customers](#)

[Sell more](#)

Why wouldn't your suppliers expect to pay more for the additional support you are giving them with digital signage?

## #6 React to competitor offers. Immediately.

You know the drill. Black Friday comes around and a competitor offer blows your discount out of the water. You're left with shoddy sales figures and a big pile of unsold stock.

With digital signage you can react to your competitors offers immediately. And just as importantly, if the discount you've gone out with is too deep, you can easily claw back some margin by increasing selling prices without binning all your POS.

## #7 Make sure you get ROI on your digital signage

You'll need to make sure that the systems you use and the money you spend are wise investments.

Integrating your data from LiveSpace and your existing EPOS or management accounting systems will let you see the impact your screens have on your key metrics.



LiveSpace lets you create a buzz with your hottest offers.

## Get the creative sorted

With the commercial decisions made how are you going to make sure the creative cuts the mustard too? This section offers some tips and tricks which will make your creative sizzle.

### #8 Stop selling and start storytelling

For most shoppers the sheen of a direct sales message showing some goods and shouting 'buy me' has well and truly worn thin. And for younger buyers, old school tactics just don't hit home at all.

The only way to engage people now is through effective storytelling, where your product becomes just one part of the message.

Using digital signage to show dynamic video content is one way to set the scene and show the goods you sell support customer's own story.

### #9 Use brilliant imagery

A mix of high quality images, animations and video provide audiences with the eye-catching content that generates higher footfall and increased sales.

### #10 Integrate your in-store campaigns with your online marketing

Consistency is key to effective marketing.

Make sure that your latest campaigns are replicated in-store, so people always know they are in the right place and find it easy to move from online to in-store.

### #11 Pick a system which is scalable from a single display up

LiveSpace works beautifully from a single screen in a single store, right up to the multi-screen systems we provide and manage for household name brands across thousands of locations.

### #12 Maintain head office control

Blank screens are a thing of the past with LiveSpace. Our centrally managed system constantly monitors your displays, detecting errors and notifying support staff in advance.

Just as importantly with centralised control of the content on screen you know that every store says on brand.

## #13 Respond to local opportunities

It's all about reacting quickly to the reality on the ground.

Localisation lets head office create and manage a list of promotions, so they are always on brand. Local managers are then free to choose the best offer for their local audience.

Fast-food restaurant managers might display a promotion which helps to increase sales of a higher margin meal based on local tastes.

Coffee shop managers might choose to promote older stock based on their own local inventory.

Betting shop managers might respond to local sports events with special odds.

Travel agents might react to the local weather to encourage people to come in and make a booking.

As head office maintains control this gives a balance between local opportunities and head office control of the brand. Selecting the right offer is as simple as the click of a remote control.

## #14 Schedule messages exactly when you want them

Let your offers change with the hours of the day and the seasons of the year.

All planned and automatically deployed on screen when the time is right. Perfect for retailers whose shopper demographic shifts during trading hours or from midweek to weekend.

## #15 Get your playlists sorted in advance

A playlist is a set of content that carousels on the screens it has been assigned to. You can control how long each item is displayed for and the order of the content displayed. You can even play around with the transitions between the content.

## #16 Group bunches of displays to show the same content

Grouping is where a group of screens are assigned a function. Each screen in that group shows the same content.

Department stores might assign the screens at their entrances or in the windows of their stores to display a playlist of the current hottest promotions.

Banks can display content targeting business customers in their dedicated area in every branch.



## #17 Celebrate regional differences

Regionalisation lets you show content tailored to geographic areas. So, if you know that your customers' tastes differ by region, display content which is right for them.

If you know that your London shoppers' tastes differ from your Edinburgh shoppers, then the stores in those areas can easily display content designed to appeal to their audience.

## #18 Mix your commercial data with your marketing messages

LiveSpace will happily work with your images, video, social media, PowerPoint, CSV imports and much more.

But it really comes to life with live data. LiveSpace can pick up and manage data from any source in real time.

## On the street

Good news. Your prospective customer has made it as far as 'the shops' but they're yet to make it to your shop. So, how are you going to get them off the street and in to your store?

### #19 Integrate local on-street advertising to your store marketing

A consistent campaign can drive people from high footfall areas in the streets around your store, to your store.

Hiring high quality local on street advertising locations, which can show content linked to your store digital displays, is a sure-fire way to extend the reach of your messages well beyond your own four walls. An ideal way to tap into the latest trends which people might not know you for.

When people make it to your store they will find a welcome consistent with the advertising they saw on the street.

### #20 Show your product journey in your store window

People are more concerned about provenance than ever before. You can use your screens to:

Show where the coffee you use is grown by happy fair-trade farmers

Show people working in your clean well organised factories

Show your chefs at work on site creating freshly made delicacies

In short, whatever it is that you do that adds value for the customer and justifies the prices they pay, bring it to your shop window using digital displays and show passers-by why you are special enough to warrant their crossing the threshold.

### #21 Create urgency

Show people that the best offers won't last for ever. Counting down availability before a special offer sells out will get people in to store. Sharpish.

When it's gone it's gone (but will you be going with it?)

Last 3 Corfu all-inclusive available at £399

Our Glasgow shop just sold this offer – only 3 left at this price

Only 5 mortgages remaining at x% discounted rate

Last 3 reservations for valentine's weekend. Book now

## #22 Speak directly to your most loyal customers

Linking loyalty card data and special promotions for your card-carrying loyalists will help engagement and promote impulse visits.

Remind those loyal customers that they get a free cookie when they buy a coffee, and not only will they be more likely to pop in, non-members will see a tangible benefit and be prompted to come in and sign-up too.

Only digital signage lets you continually refresh these offers and tailor them to suit what is happening on any given day.

## #23 Tap into your customers' emotions

How is your customer feeling about their day? How can your brand make things better?

Whether that's through selling summer wardrobe items in spring which make them feel ready for the brighter days ahead, or simply offering escapism from the reality of their wet Wednesday morning.

Using interesting content on your digital screens which goes beyond simple advertising is a powerful way to connect with people as they pass by your store.

## #24 Make the sales work for you as well as your customers

Big sale events have become a mainstay tactic for retail.

When you plan your own, it's tough. Prepping heaps of POS and window displays to promote the 'must have' items and 'big-ticket' discounts.

Printing those materials and getting them in-store usually involves late nights and relies on store staff getting it right.

Switch that to a digital display system and it suddenly becomes a much easier task. You can update things instantly. And that 'when it's gone, it's gone' deal can be instantly replaced by the next thing you want to sell through.

All made possible by linking your LiveSpace digital displays with your stock data.

## #25 Match your competitor's sale prices

If the big rival up the road goes out with a price you know you'll simply have to match use your LiveSpace digital displays to get the message out straightaway.

No more waiting for the printers, just punch the relevant information into LiveSpace and you're good to go.



## #26 Respond to local events

When you know there is something big happening in town the best way to respond is to make sure your store shows its support.

Using conventional window dressing and merchandising this means time and money is involved and you will only get behind the big occasions.

With a digital signage system like LiveSpace, which enables you to localise your message, you can respond to smaller local opportunities with ease.

[Got cold watching the match? Pop in for a coffee](#)

[Watching the marathon? Free drinks to the first 10 people in fancy dress](#)

[Reds in the final! Book flights and accommodation today](#)

Whatever works to show your support for the community around you, digital signage is the best way to make it happen and get people through the door.

## #27 React to the latest travel news

If you're potential passing trade is rushing for the train or bus they mightn't have time to stop.

But if you can give them information about their journey ahead it may give them reason to call in.

[Long queues ahead, grab a snack now](#)

[Holiday washout? 25% off all travel games](#)

[Caught in the rain? Flash \(flood\) sale on Waterproof jackets instore now](#)

## #28 Reflect local micro trends

Right down to store level your managers and your EPOS data can tell you when things are hot. And what's more if the best seller has been out of stock. Or it's selling fast and you want people to know, then the store window digital display is the obvious place to get word out.

What messages might you want to spread?

[Manchester's must have skirt. Back in stock](#)



Seamlessly mix sales messages with essential information like departure times.

## #29 Show peer sourced reviews

Linking reviews of a product people love to a physical display of that product in the window shows customer endorsement.

If people see others who look and speak the way they do themselves, they'll be much more likely to act.

What powerful customer reviews and social media buzz are you currently wasting by not showing them off in your shop window displays?

Digital signage is your best opportunity to bring these online moments where people interact with your brand into the real world of your window displays.

## #30 Make things more affordable for your customer

Show how that must have item becomes more attainable at an affordable weekly payment when people take your interest free finance package.

Nothing new here you might think. But by adding an affordability message into your storytelling you create both the desire, and overcome the practical objection of affordability, in one hit.

A conventional static window display can only do so much. Using digital displays in your window lets you combine these messages in one compelling story.

## On the way in

You've done it. Thanks to your efforts in the streets around the store, and in your shop windows, you've convinced your potential shopper to enter your store. How will you welcome them and get them to the offers they want most?

### #31 Help people find the products they want

A mannequin can be dressed to look sharp, but it can't tell people where to find the products in the shop. Digital signage can help with wayfinding and get people to right place in-store quickly.

When time is tight, helping people get to the right place in store quickly is important. Front of store signposting in many stores is overlooked, and overhead signage can't always be seen.

Helpful in promoting those impulse buys where time is tight, or your store is perceived to be too big to navigate in a quick visit.

### #32 Get people interacting with touchscreens

Whether you use it for front of store wayfinding or more detailed product selection. A well designed interactive touchscreen is a good way to get people to find out more about what's in store.

An in-store touchscreen can also give access to a wider range of products which a store is unable to stock. Linked to your website you can make it easy for customers to purchase from you, with delivery to store or straight to their home.

### #33 Use anonymous facial recognition to give age or gender relevant offers

Tools are available which can anonymously define an audience's key demographic information.

Using this data enables you to serve relevant promotions based on generalisations around age and gender.

If you've found through research that your older shoppers prefer different things to the younger ones, be sure to serve the right promotional messages when each group is in-store.

## #34 Change your marketing messages as quickly as the weather

Your shoppers' habits change with the weather.

From the practical basics of how our diets and clothing purchases change, through to the more emotional side of ourselves which finds we're more likely to feel frivolous while the sun shines, and more pessimistic when it rains.

Responding to the weather outside with well-placed offers in-store will help your customer feel at home. This can be achieved with a data link into the met office driving your system to serve the most relevant content.

What might you want to say?

Loving the sunshine? Come in and grab a cold drink

Sick of this rain? Grab a last-minute deal today

Loving the sunshine today? Book now for next summer

Feeling cold? Hot coffee to go available now

Loving the sunshine? 3 for £10 on BBQ instore now

BBQ washout? Get that DIY started instead. 2-for-1 on all paint

Loving the sunshine? 50% of sunglasses instore now

## #35 Show individual store information and local updates

With the option to localise things down to the individual store level you can welcome people to store with information directly relevant to their location.

Local prices and special offers

Store manager names and profiles

Local competition winners

## Around the store

Now your customer has made it into the store how do you drive that all-important dwell time? The challenge is to make them feel at home and show them just how much you have which interests them.

### #36 Talk to your audience while it's at its most captive

As people use lifts and escalators you have a moment of their attention.

Whilst they move around the store they are receptive to new ideas and you can use these moments to cross sell and direct them to products they may not have considered.

### #37 Display more products

Digital displays effectively end the merchandisers headache of selecting which new product to give pride of place.

One of our biggest retail customers tells us that the best benefit LiveSpace gives them is that they can show every outfit. In every colour. With every accessory.

This helps cross sell and gets people spending more than a static display ever could. And when that range becomes a little old hat, on to the next.

### #38 Zone digital display content around your store sections

LiveSpace's grouping feature lets you zone your content the same way you'd merchandise a store.

People in different areas will see the right messages for them.



LiveSpace provides dynamic advertising whilst people move around your store.

## #39 Offer extended ranges without extra shelf space

Your category managers are probably always fighting it out for more floor and shelf space.

Whilst you can't easily provide more fixtures, what you can do is use digital displays to show extra products.

Using an in-store touchscreen these can be offered as a special order for next day delivery to store or direct to the shopper's home.

## #40 Create interactive pick up and play displays

Integrating a motion sensitive unit into areas of the store where people pick up and play with products can help sales.

Whether this is with mobile phones or beauty products the idea is simple. As people take a product in their hands the screens in that area will show that exact product's features and benefits or a relevant promotional video helping them learn more about the products on offer.

## #41 Quickly clear short date code product

Do you struggle to clear short date code items? Despite all those yellow discount stickers ending up with wasted food and battered margins is a frustration common to many retailers.

Digital displays can help. With real time links to your store inventory your system can be used to identify and promote items which are going past their best. Ending waste and giving customers a welcome bargain too.





## Time for a coffee

Is in-store food and drink included in your offer? If so, how can you keep people entertained and happy whilst they sup their short macchiato?

### #42 Get the right grade kit for food and beverage areas

Hospitality grade screens are essential. Designed for long working hours and built to resist steam, grease and anything else which food and beverage preparation might throw at them.

Without investing in the right kit, you risk shorter product lifetimes as well as heaping extra work on your maintenance teams.

### #43 Time daily menu changes throughout the day

Whilst showing your customers what tomorrows breakfast might look like won't do any harm, if they're in for lunch make sure the screens in the restaurant are showing the things they are most likely to order there and then.

## Beverages

### COFFEE

ESPRESSO	1.80
LATTE	2.65
MOCHA	3.10
MACHIATO	2.80
AMERICANO	2.20
FLAT WHITE	2.00
CAPPUCCINO	2.50

### NOT COFFEE

ICED TEA	3.40
GREEN TEA	1.75
BERRY TEA	1.85
HOT CHOCOLATE	2.50
CACAO	2.60

try our daily roast:

COLUMBIAN DARK 24 HR ROASTING 3.45

An extra  
espresso shot  
FOR LOYALTY  
CARD HOLDERS  
AS AN EASTER TREAT FROM US



## At the checkout

With overflowing basket in hand, your shopper finally makes their way to the till. How can you keep them spending whilst they're there? And if there's a wait in line keep them entertained until the cashier is ready?

### #44 Personalise the checkout wait

Sometimes people need to wait for collection of products. Be that a coffee or a big-ticket item to carry away.

Using digital displays, you can show them a personalised wait time with fun and informative messages relevant to them while they wait.

### #45 Cross sell accessories at the till

Rather than leaving it to impulse use your digital displays around the checkout to help people pick up one last product.

As well as the usual tempting items this is a great place to test out some new and innovative products whilst you have a captive audience and the tech in place to explain how they work.

## On the way out

It's time to say goodbye. Having kept your customer entertained long enough that they're happy for you to keep some of their hard-earned cash, how will you send them on their way?

### #46 Respond to sales data immediately

Using immediate local data can make your messages more relevant to your audience as they leave the store.

You might choose to link to store card data which lets you know the profile of people in store at a given time for example.

Or you could react to the things people have bought. If someone has just scanned through a dress which you know has a perfectly matching pair of shoes they haven't picked out, get that offer on screen pronto so they see it before they leave.

### #47 Help them to plan their journey home if the transport system is under stress

Giving people updates on the local transport issues is a helpful way to send them on their way.

You can easily link into your digital displays information like:

[Transport for London service updates](#)

[National Rail live departure times](#)

[National road network updates](#)

[Bus stop live data](#)

### #48 Promote local businesses and attractions your customers might like

Send your customer on their way to your sister business, complementary stores, or other local attractions which they might like.

You'll want to make sure the recommendation is reciprocated and makes commercial sense.

But if what you do supports a broader cause or fits into a wider scene why not help people enjoy their day and help your local community a little too?

## About LiveSpace

### LiveSpace brings complex data to life

LiveSpace presents compelling sales and marketing messages which make people act. It rapidly handles data and enables localisation, so you can present your strongest message every time. LiveSpace was created by MRG Systems, a leading digital signage provider.

MRG Systems dominate retail betting with customers including Ladbrokes Coral and Paddy Power Betfair, where the need to mix ever changing price and form data with live footage of events is matched by their technical expertise.

You'll also find MRG Systems in places as diverse as YouTube Space, the Houses of Parliament and Farnborough Airport.

### Start your risk free LiveSpace trial today

We want you to be confident that LiveSpace is right for you. Our 60-day risk-free trial provides you with the opportunity to see how LiveSpace works.

After your trial you can begin to pay our affordable monthly charge, or you can cancel your access, and return any hardware you have on loan.

Call **01453 820 840** today to arrange your free LiveSpace trial.

### Our clients include







01453 820 840

[sales@mrgsystems.co.uk](mailto:sales@mrgsystems.co.uk)

The Mill, Upper Mills Estate,  
Bristol Road, Stonehouse, GL10 2BJ

[@mrgsystems](#)

[www.mrgsystems.co.uk](http://www.mrgsystems.co.uk)