



DIGITAL SIGNAGE

Digital signage is an effective way to communicate and expand your reach to your customers, because it can interact with people in a way that static signage cannot.

This type of signage gives you the ability to send targeted messages to your customers, wherever your site is, with the touch of a button. Digital signage allows you to create a user journey through your store or facility, delivering important information effectively and quickly. It won't take long before you are earning ROI from a digital sign due to how flexible the communication is; to show a new message you simply update the content, however for a static sign there are new manufacturing and installation costs every time you wish to update your content.

SignManager can help you with an end to end service to deliver your digital signage projects, including providing advice on the following important considerations:

- **Purchasing the appropriate hardware (screens)**
- **Installation and mounting of hardware**
- **Cabling versus wireless communication**
- **Integrating displays**

In addition to the physical components of digital signage, the digital content must also be taken into consideration. Some companies choose to have a dedicated resource internally who will continually update and refresh their content. Others will require a more automatic solution. There are many options available, so it's important to speak to the experts to make sure you choose the right option for your needs.



It can be difficult to choose the best product for your needs due to the large number of options available and installation of digital signage can also be problematic because of the technical knowledge required.

SignManager can assist you and your team to choose the **best option for your needs and budget**, as well as source multiple quotes to achieve the best market value.

We will assign you a **single point of contact** who is an **expert in their field**, and can guide you every step through your digital signage project.

Our project managers have an average of 15 years' experience, and are supported by our smart, cloud-based **online management system** which allows you access to our network of **over 3,000 preapproved contractors**.

SignManager are independent consultants who help large corporations improve the way they manage their branded assets across all their stores and facilities.

If you'd like help with a strategy to better manage your signage and branding requirements, contact us now.