



nerej

Digital Signage - What you need to know about electronic message centers

August 23, 2012 - Retail

As a business owner you already know how important it is to communicate to your target audience. Through advertising and signage you promote your products and services in an effort to raise awareness and drive traffic to your location. But where do you spend those advertising dollars? Newspapers? Readership is down. Radio? Pandora and Satellite Radio are commercial free. Television? DVR's, Hulu, and Netflix are all commercial free. Have you considered the benefits of adding an electronic message center (EMC) to your signage? EMCs have become a cost effective and viable option for business owners as a result of new technologies and lowering costs. Your message cannot be skipped or deleted, and you are engaging your customer when they are mobile and possibly ready to buy.

It's pretty clear that with a static sign you are limited to one single message day after day. With an EMC, you're in control of your advertising. You can change your message as often as you want, select your exact target market and direct your message to it at any given time. EMCs allow you to create eye-catching messages that can be tailored on a moment's notice to draw in the exact customer you want to reach. You have the ability to communicate what you want, when you want and to more people, none of which are feasible with a static sign.

There are three key benefits an EMC brings to your messaging, which explains how it can increase business so dramatically and efficiently.

Instant Communication

With an EMC, you can get your message out as soon as you have something to say. You're in control and have the ability to change your communication to meet your business' needs and the needs of your customers. The quicker you can communicate what you have to say, the better.

Countless Messages

EMCs give you the flexibility to change your message as circumstances arise which is a big advantage over other forms of advertising. Seasonally, weekly or even hourly specials can be tailored to your unique product or service and delivered at the most effective times.

Cost-Effective Advertising

On premise signage has already been shown through years of research to be the most cost-effective form of advertising. Enhancing your sign program with an EMC leverages those advertising dollars to the fullest.

Making a Decision

Before you buy an EMC, we recommend doing some homework. First off, know who you are really buying from. The safest bet is to buy from a well-known, experienced sign manufacturer who understands the municipal and zoning codes for your area, the various technologies available and can recommend the best solution for your budget. Next you'll want to know what kind of warranty

they offer and if they have a dedicated service department. We understand that low prices are hard to resist, but you'll often pay more in the long run - whether it is through consuming more electricity, hidden installation and setup costs, paying for more service calls or having to buy a whole new sign sooner than planned.

Content management is another aspect to consider. A brand new EMC will look great on your property but if you are not pushing out the right content, it wouldn't be effective. Remember, content is key and without the right content, your newly invested EMC will fall short of your expectations. You should strongly consider a company that offers training and support for its sign software program. And if you, like other business owners, wear multiple hats and find yourself stretched for time, consider a company that can offer creative services to help your sign display the right messages. Simply put, look for a company that makes it easy for you to get the most out of your EMC.

Richard Poyant is the president of Poyant, New Bedford, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540