

Digital Signage ROI

Learn how investing in digital signage solutions can improve your strategic marketing efforts.

What is ROI?

In a world driven by data sets and decimals it's important to know when, where, and how to invest for your company. While ROI (Return on Investment) is traditionally used to map out financial successes of stock investments, its core driving power is to help business owners navigate the tricky waters of implementing products and services to drive growth. By finding out your ROI, you can make decisions on necessary operating expenditures, advertising platforms, and employee satisfaction programs.

ROI isn't only useful for enterprise or retail businesses. All types of organizations need to be mindful of the investments they're making to further their business, including healthcare and higher education.

ROI in Marketing

While stock investments are certainly important for your business to grow, it's necessary to look at how your marketing investments are impacting your sales. Improving your marketing ROI (MROI) is instrumental in scaling your enterprise business, as well as communicating to your different audiences the right message for greater return.

Using MROI to determine which marketing channels are working for you not only prevents unnecessary spending, but helps you to tailor your strategic planning for more accurate results. The good thing about measuring your MROI with the formula below is that it gives you a percentage.

This way, you can easily compare your marketing channels and see what is benefitting you, *and what is not*.

Digital marketing channels are great assets to have to connect virtually with your customers, whether they be patrons, students, patients, or even employees, but what about when customers enter your physical space?

That's where digital signage ROI comes in to play.

Formula

$$ROI = \left(\frac{\text{Net Profit}}{\text{Cost of Investment}} \right) \times 100$$

Digital Signage ROI

Digital signage, in essence, is a communication platform tool that has been optimized for standardizing organizational marketing. Much like other communication platforms, digital signage is popularly used as a marketing channel to display sales information and company updates. The most common form of ROI for digital signage is

ROI does not only measure financial return, but there are other types of visual messaging return to keep in mind, like customer entertainment and employee celebration.

First and foremost, digital signage saves money as a one-time investment. Aside from hardware costs, the reoccurring investment of digital signage is relatively low when comparing to printing costs, especially when your messaging is time-sensitive. Digital signage is also a cost-effective and eye-catching way of displaying advertising messaging in addition to organization updates. For example, your business may want to welcome customers and they walk through your door on a larger digital sign, and then display discount messaging the closer the customer gets to the point of sale area. Or, in the waiting room of a doctor's office, you may

want to display sponsored pharmaceuticals and endorsements for physicians or medical practices. A university or other higher education system could showcase athletic sponsors, academic donors, or grant organizations.

Digital is a dynamic platform that creates a climate of action in your space. Whether you're creating sales opportunities, displaying event information, or encouraging sign-ups, digital signage meets your audiences where they are and transforms their visits into memorable experiences.



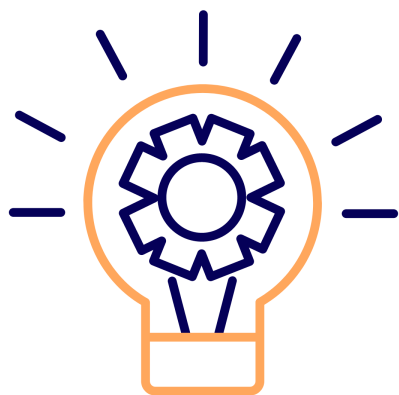
Digital Signage ROI

MROI for digital signage factors in different element that may not be quantifiable:



Proof of Play

Find a digital signage software provider with proven uptime. This allows your business to have confidence that your ads are showing when you schedule them.



Audience Traffic

Strategizing your digital signage position in your building insures that you are showing relevant content to audiences and utilizing high-traffic areas to guarantee return:

1. Lobbies
2. Waiting Rooms
3. Elevator halls
4. Lounges



Lead Capture

If your business collects forms or encourages sign-ups, you can add QR codes to your signage and monitor data like submission times!



Relevant Content

Incorporate a detailed scheduling system so your marketing content can be shown at peak times to the right audiences.