

Your Guide to Visual Communication

Set your audience-facing messaging up for success.



What it says about your organization

They say not to judge a book by it's cover, but we never listen.

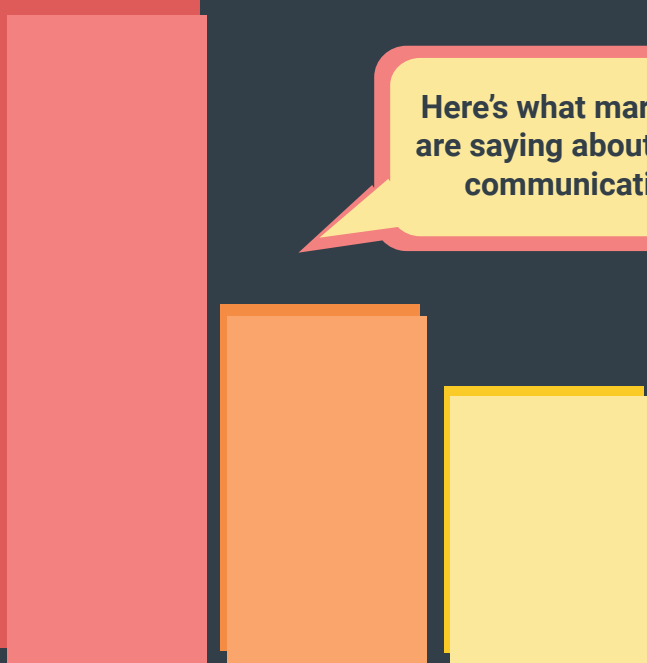
Whether we like it or not, stakeholders in your organization, like investors, students, employees, or patients, **make a lasting impression when entering your space.**

What you **invest in yourself** says a lot about how you will **invest in your audience.**



Industry Growth (Digital Signage)

Visual communication platforms are the key to setting up and maintaining positive relationships with those you care about.



Here's what marketers are saying about visual communication:

- **49%** very important to marketing strategies
- **22%** important to marketing strategies
- **19%** marketing strategies are nothing without visual communication

Optimize Your Audience Engagement

Make sure your messaging results in actions.

Information Retention Rates



10%

Hearing Information



65%

Hearing and Seeing Information

Visual elements are instrumental to marketing and communication strategies.

Your goal is to **inform**, **entertain**, or **guide** your audience. Here's how marketing and communication professionals are succeeding:

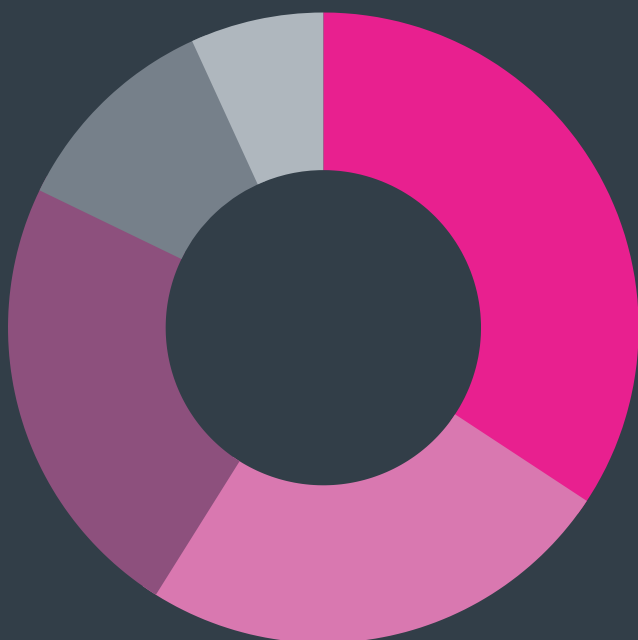
Infographics

Photos

Data Visualizations

Video and Presentations

White Documents



The 4Ps of Visual Communication Messaging

Participation

Participation isn't just about audiences regarding your material. It's about calling on them to interact with the message. Whether it's purchasing an item or signing up for an appointment. CTAs (Call to Action) are the most important factor of visual communication.

Platform

In the digital age, the medium is an important factor of the message. While your messaging should be consistent with your organization's values, the verbiage, images, and even sounds associated should reflect the technology your using.

Ex. Standard digital signage verbiage should be direct while wayfinding text is more nurturing. Virtual event imagery (depending on the subject) will be more formal or casual than your standard messaging.

Personalization

We all want to feel special, and this feeling doesn't go away when your audiences step into your space. One of the most important advantages of visual communication technologies is the speed and ease at which you can update your messaging. From greeting special guests to detailing your spatial branding. Personalizing content and delivery makes all the difference to your audiences.

Prediction

Prediction isn't guessing. Anticipating your audience's needs based on past actions will inform your future messaging and give you insights on performance.

Setting Up Your Space

You'll want your messaging to guide audiences through your facilities.

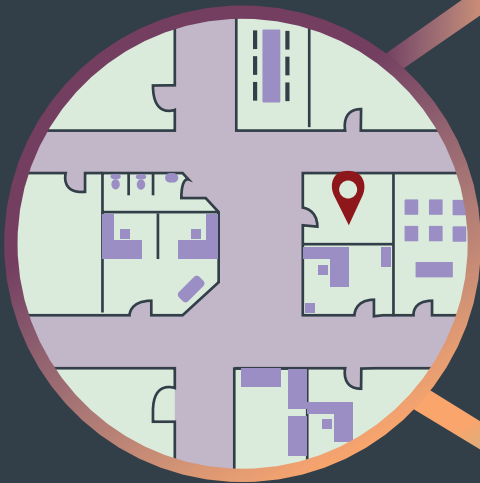
Exterior Entrances



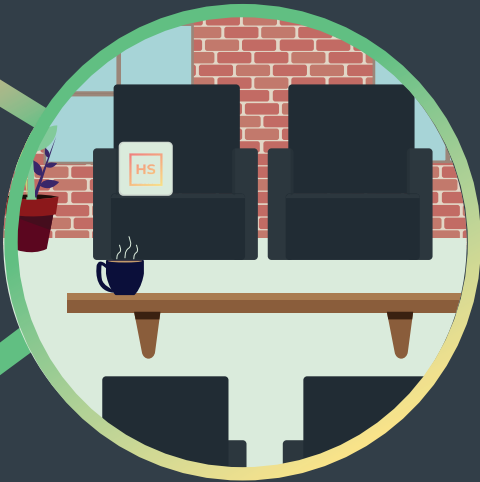
Welcome Centers and Lobbies



Wayfinding Points of Interest



Employee Breakrooms



Meeting and Conference rooms



How To Use It

Here are some practical (and fun) ways to incorporate visual communication into your space.

Digital signage is used to: lower operation costs, increase sales, inform, enhance customer experience, and wayfinding.

Fun graphics or images in digital signage make spaces feel accessible.



SIGN UP

Engaging content, like quizzes or calls to action, sticks with your audiences.

Sprinkle in some local information (like weather or traffic) for your highly populated areas.



Text should display for a minimum of 10 seconds.

Avoid bright colors on light backgrounds. You don't want your audience to strain their eyes.

It Burns!

I can't read that

Avoid eye contact!

Anyone got eyedrops?

What does that say?

What's Holding You Back

Learn more about some set-backs (and solutions) of visual communication technologies.

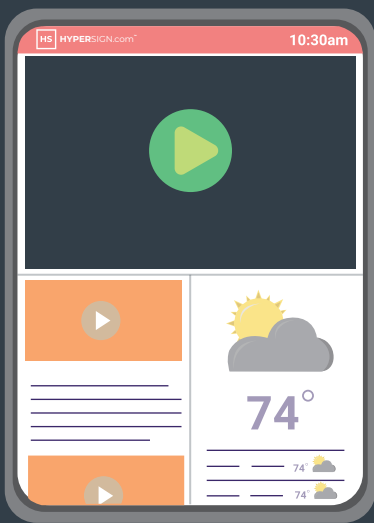


Where would I start?

Digital signage is an easy and efficient way of reaching your audiences, no matter who they are.

It costs too much.

One-time hardware costs replace printed materials over time.



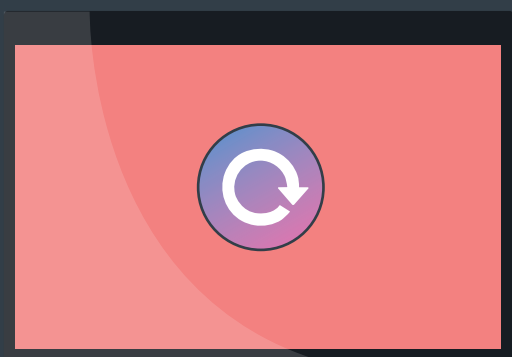
My organization doesn't need visual communication technologies.

If you have people that you want to reach with messaging, you will need visual communication technology.

It's too confusing to use.

Education is the key to success. Make sure your digital signage and visual communication platform provider has complimentary training.



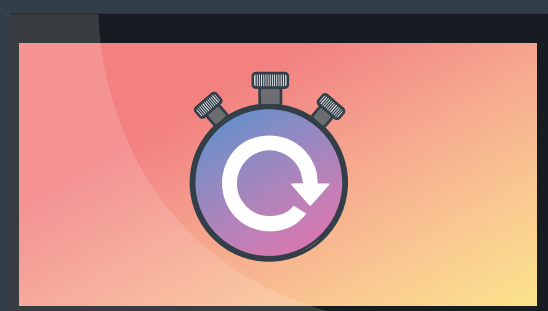
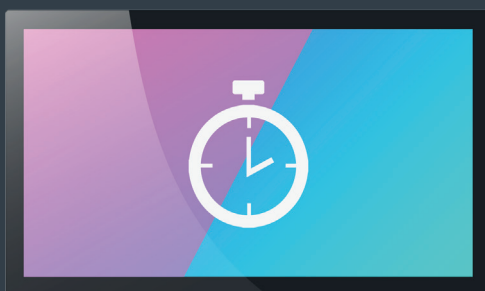


The implementation time is too long.

Prioritize software that can update your content in seconds.

I don't have the time to constantly update messaging.

Scheduling systems are great features of digital signage.



Updating the software is too time consuming.

Make sure you are using cloud-based software with automatic updates.

I want to have multiple solutions.

Make sure your visual communication software provider has a diversified list of solutions



Take The Next Step



SCHEDULE TRIAL

FREE DEMO

Hypersign.com's visual communication platform solutions start with a complimentary strategic meeting. Schedule yours now.

Contact or Visit us

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