Raydiant

5 Ways Retailers Are Using Raydiant

Retail has always been a competitive landscape and these current times are certainly no exception. That's why more retailers are turning to Raydiant to help them engage with customers and increase revenues.

Here are just some of the ways retailers have been using Raydiant to grow their businesses.

1 Increasing sales

Whether it's as a POS display or an in-store advertisement, digital signage helps retailers drive sales numbers. Raydiant helps you create captivating promotions with luscious HD photos and even videos that your customers won't be able to resist.

2 Solidifying branding

Consistency is key when undertaking any branding efforts. Thankfully, Raydiant helps you keep all of your graphics and marketing language consistent. Rather than update one location at a time, Raydiant lets you update signage at any or all of your locations instantly. Roll out your new logo or slogan with confidence.

3 Bringing online marketing in store

You spend time and effort on your digital marketing game. Why not bring it in-store? Raydiant helps you bridge the gap between your in-person stores and your online presence. Create a custom social wall that shows off your company's Instagram account and encourage people to like, follow, and share.

4 Getting more foot traffic

More people in your store means more sales. That's where Raydiant comes in. Digital signage offers unrivaled engagement power. Thanks to Raydiant's unique multimedia capabilities, you can employ HD video and audio to create irresistible promotions people can't ignore. Just place a screen or two outside your location and wait for the traffic to roll in.

5 Saving money on promotions

Rolling out new promotions with traditional signage costs your company tons of time and money. With Raydiant's digital signage, you can launch as many new promotions as you want in minutes for no extra cost. Simply log in to our cloud-based platform from anywhere with an internet connection and push sales, collections, and new items to any or all of your locations in seconds.