

5 Content Ideas For Your Bank's Digital Signage



Your bank's digital signage is one of the best tools you've got to reach and engage customers. But what kind of content should you run? Here are a few ideas to help you fill your digital screens with content that engages, entertains, and educates.

1. Financial product literature.

Your bank offers a number of products that can help customers build a portfolio, save for big expenses, or prepare for retirement. Use your digital signage to educate them on products like high-yield savings accounts or CDs and how they can help. Raydiant gives you access to more than 150,000 (and growing) drag-and-drop templates that let you create beautiful and effective digital flyers for your screens in just minutes.

2. Up-to-the-minute financial news.

The financial world moves faster than ever these days. Help your customers keep up. With Multizone, you can create custom displays that combine multiple elements like an RSS news feed, video news, and stock tickers that update frequently and automatically.

3. Dynamic property listings.

These days it's not uncommon for banks and credit unions to offer real estate-owned (REO) properties for rent or for sale. With Raydiant, you can create dynamic property listings that display information, photos, and even video in full HD. Put listings into an interactive Kiosk setup so customers can browse them at their leisure.

4. Welcome signage.

Give a warm personal touch with signage that welcomes guests into your bank. With our cloud-based remote platform, you can create content centrally and distribute it to specific screens across your bank's digital signage network. Localize signage to specific regions, cities, or even branches--all from wherever you may be, whenever you need to.

5. Celebrations of community.

Your clients use your bank's products and services to help them through life's biggest moments. Show off the difference you make. Use Presenter to create moving slide presentations of the new homebuyers, college grads, or recent retirees in your community.

