

5 Content Ideas For Your Car Dealership's Digital Signage



Your car dealership's digital signage is one of the best ways to reach your customers. Wondering what content to fill them with? Here are a few suggestions to help you create and deliver engaging and productive content to your screens.

1. Next-level vehicle promotions.

Test drives are fun, but they take up an enormous amount of your salespeople's time, often with no results. With Kiosk, you can create interactive multimedia vehicle tours that separate the browsers from the serious buyers. Let customers swipe and scroll their way through HD photos, videos, and information to get them a little further down the sales funnel before commanding the attention of a sales rep.

2. Waiting area infotainment.

Whether your customers are there to buy, sell, or get repairs, waiting is just part of the game at car dealerships. While you can't change that, you can make that wait fly by. Use Multizone to create custom screens by combining elements like news feeds, stock tickers, video, and weather widgets into one dynamic display. By reducing perceived wait times, you'll greatly improve the customer experience.

3. Products and services board.

Do your customers know everything your dealership has to offer? Raydiant can help you create bright, bold product and services boards that highlight your location's offerings. Tout the benefits of extended warranties, promote your latest service package, or draw attention to trade-in deals.

4. Testimonials and reviews.

There's no better advertisement than a satisfied customer. Let them do the talking. With Presenter from Raydiant, you can make slide-based presentations that incorporate photos, text, and even videos that let your happiest customers speak for themselves--and directly to customers in your dealership.

5. Engaging social walls.

These days, a strong social media game is a must. Bring your dealership and your brand's social media efforts into your showroom with a social wall that displays Instagram content in bright, beautiful HD. You can create a custom, automatically-updating feed that pulls posts from branded hashtags to keep content fresh and exciting for your customers.

