

5 Content Ideas For Your Property Management Company's Digital Signage



If you're already using digital signage to help you reach your team and your residents, you know how effective digital signage can be for property management firms. With the right content, you can take engagement levels through the roof, keeping your residents and employees happy and properties occupied.

Here are a few tried-and-true content ideas for your property management company's digital signage.

1. Self-service self-showing content.

Self showings are more popular than ever and it appears they're here to stay. Make yours outshine the competition with a self-service Kiosk station in available properties or demo models. Raydiant lets you easily build interactive presentations that include HD photos, videos, and all the information your prospective tenants could possibly need in just minutes. Let them tap and swipe through dynamic listings at their own pace to their heart's content.

2. Neighborhood calendars.

Today's residents are wanting more activities and more engagement. Make sure they know about the next pool party, food truck rodeo, or recycling pickup day. With Raydiant's Calendar app, you can sync your Google Calendar and translate it to a beautiful display on your screens. Any time you need to add, modify, or cancel an event, just do it in your Google Calendar and your displays will update automatically.

3. Social wall.

These days, a social media presence is a must for any business. Bring your online efforts onto your properties with an engaging social wall. Raydiant lets you show off your company's Instagram feed in bright, beautiful HD. You can even create a custom feed using branded hashtags to show off your residents having fun and enjoying life on your properties.

4. Common area infotainment.

Whether it's the leasing office, fitness center, pool, or any other area where residents gather, it's good to provide them with a little entertainment. With Multizone, you can build custom screens that incorporate elements like a news feed, stock ticker, weather, and even video.

5. Community board.

Lots of life happens on your properties. Make sure to celebrate it. With Raydiant, you can turn your digital screens into endearing community boards. Use our Presenter app to create slide-based presentations that let residents advertise their small business, promote their next gig, or draw attention to the dog they found.

