

5 Content Ideas For Your Restaurant's Digital Signage



Digital signage has revolutionized the way restaurants display menus. Customers love them and so do managers and owners around the world. With the right content, you can take your restaurant's engagement levels to new heights, so we've put together a few well-vetted content ideas for the digital signage in your restaurant.

1. Next-level menu boards.

You've seen plenty of digital menu boards, but until you've seen what you can do with Raydiant, you haven't seen anything yet. With apps from the Marketplace, you can bridge the gap between your physical locations and your online efforts by linking your menus, inventory, and POS system all in one easy-to-use online platform. Yes, your customers will love the gorgeous, easy-to-read menus, but you'll love how easy it suddenly is to manage one or multiple locations remotely.

2. Curbside displays.

A strong curbside game is an essential part of any successful restaurant these days. Supercharge yours with a display dedicated to your pick-up orders. Raydiant makes it easy to create informative displays that can show order status, wait times, and even some entertainment. With Multizone, you can combine them all into one screen alongside a menu for walk-up customers.

3. Engaging social walls.

Restaurants are more than a place to eat. They're a place to gather with friends and family and be together. Bring your social media presence into your locations with a social wall. You can display your brand's Instagram feed or use branded hashtags to create a custom feed to encourage people in your restaurant to like, add, and share.

4. Tantalizing promotions.

People eat with their eyes first. Treat them to a feast with irresistible images of food and beverages. With Raydiant, you can build presentations with photos and videos and show them on any screen you want in luscious HD.

5. Seasonal and holiday decor.

Capturing the spirit of the season with seasonal decor will help you endear customers and put them in a jovial spirit. Rather than spending time and money every season of every year to buy and install seasonal decor, why not just use your digital screens to get festive? With access to over 150,000 beautiful templates, you can create "signs of the times" in minutes flat. No designers, printers, or thumbtacks needed.

