Raydiant

5 Content Ideas For Your Retail Digital Signage

More and more retailers are turning to digital signage to help them reach customers and their revenue goals. But what are the most effective kinds of content for retailers to use?

Here are a few content suggestions for your retail digital signage.

1. Interactive product portals.

Nothing beats in-store shopping, but online shopping has its advantages. Bring those perks, like the ability to quickly search and sort items and check stock, into your retail location for the ultimate shopping experience. With Kiosk from Raydiant, you can create a self-service portal that brings the best features of your online store to your customers' fingertips. You can even let customers order out-of-stock items right there in the store.

2. Engaging social walls.

Social media is a big part of any business these days. Bring your brand's social efforts in-store with a social wall. Show off your company's Instagram feed or use branded hashtags to create a custom feed that shows up big and bright on your screens.

3. Streetside advertisements.

Digital screens turn heads. Send passers-by into your retail location with powerful streetside promotions on your digital signage. With Raydiant, you'll have access to over 150,000 templates to help you easily create attractive, high-visibility signage that grabs would-be customers' attention and compels them to take action. No designer necessary.

4. In-store promotions.

If you're in the retail world, chances are you've got at least one promotion going on. With its industry-leading engagement power, why wouldn't you use digital signage to get the word out? With our remote, cloud-based platform you can create promotional media in one central location and distribute it to digital screens across your network, keeping your branding and your promotions consistent.

5. Impulse zone ads.

Impulse items are a reliable source of revenue. Send your revenues through the roof with vibrant signage in your impulse zone that draws attention to all the last-minute items customers can grab on their way to the register.