

5 Content Ideas For Your Spa's Digital Signage



Digital signage is one of the most effective ways for any business to reach customers, even spas and wellness centers. If you want to make the most out of your digital signage, you'll want to make sure you're filling it with content that creates a better experience for your customers and improves your business. Here are a few content suggestions for your spa.

1. Live decor.

Your spa's aesthetic is an essential part of the treatment you offer. With Raydiant, you can fill your digital screens with peaceful HD photos and videos that help set the mood. Lull guests into a state of relaxation before they even set foot in your treatment rooms to help them get the maximum benefit of their treatment.

2. Wellness tips.

Your customers' wellness extends beyond your doors. Help them make good decisions and learn how to care for themselves with helpful wellness tips. With Presenter app, you can make slide-based presentations that incorporate text, photos, and even videos. Using our remote cloud-based platform, you can easily schedule presentations, add or remove slides, or create new ones.

3. Audio only.

Sometimes the best visuals are no visuals at all. Raydiant gives you the option to "go dark" and use your digital screens to play music. This is perfect for treatment rooms where a digital screen can provide information and entertainment while a client waits, and then transforms into a provider of peaceful ambiance during treatment time. You can use our apps to choose from hundreds of "soundtracks" to help provide the perfect ambiance.

4. Products and services menu.

Studies have shown consistently that digital signage can help drive sales across a wide variety of industries. Make sure guests know the full range of products and services you offer at your business. Raydiant gives you access to tens of thousands of templates that let you create beautiful, easy-to-read menus in just a few minutes.

5. Service demonstrations.

The best customers are educated customers. You probably have at least a few regulars that would love to try another service offering but don't because they don't know what a certain treatment is. With Raydiant's video capability, you can show them the difference between a Swedish and a deep-tissue massage, or teach them just how relaxing a hot stone treatment is.

