

THE KEY TO SUCCESSFUL RESTAURANT DIGITAL SIGNAGE



When it comes to the food service industry, **digital signage isn't just limited to menu boards in Quick Service Restaurants (QSRs).**

In fact, as the trendiest and most impactful way to deliver on-brand messaging, digital signage in full-

service restaurants enhances the dining experience and increases revenue in a big way.

Going digital with signage gives restaurants the tools they need to deliver customised visuals. Not only is it visually appealing, but it also allows managers to display relevant, eye-catching content in the most convenient way. There's more to signage than informing and entertaining. We've broken down the few elements that make a successful digital solution:

LOCATION, LOCATION, LOCATION!

The very nature of digital signage is to attract; to be seen. It's all about show and tell. This is what makes screen placement so important. To leverage on the maximum impact of dynamic content, the screen's location should align with the restaurant's goal. If the primary objective is to drive sales and enhance the dining experience, screens need to be placed in noticeable high foot-traffic areas like the front entrance or bar.

CONTENT IS KING

Digital displays are impressive, but the power to create a real impact lies with the content. There is no better way to elevate the guest journey than with on-brand visuals. With over 1500 user-friendly templates available on the **DMX Content Management System (CMS)**, managers can easily custom curate their own content. Showcase the chef's choice menu items, introduce staff and illustrate the farm-to-table journey. It's that first great impression that provides the highest quality dining experience.

58% OF QSR CUSTOMERS RECALL SPECIFIC MESSAGING THEY'VE SEEN ON DIGITAL SCREENS

GET PERSONAL

If there's one industry that's prevalent on social media, it's the food industry. Use digital signage to bring out the inner foodie in your customers. Personalise the experience and inspire social sharing by displaying the live social media feeds. Encourage customers to take more pictures of the food for the chance to see it on screen. Personalising your restaurant with content creates a memorable experience that gives patrons a reason to return.

KEEP IT FRESH

Content needs to be relevant with respects to both time and the audience. Often overlooked, the frequency of content updates can influence the perception of the brand. Promoting Summer specials in the middle of July highlights how out of touch a restaurant is. That lack of attention to detail may result in a loss in credibility. Digital signage allows you to keep content fresh, removing outdated menu items in minutes.

DAYPARTING

Eye-catching visuals bring the technology and the message to life. One of the key benefits of going visual is the flexibility it affords restaurateurs when it comes to deploying various messaging strategies for different times of the day. The cloud-based CMS allows managers

to pre-schedule the messages. Ensure that content is always fresh and relevant – promote breakfast specials in the morning and dinner entrees during cocktail hour.

SCALABILITY

Unlike print, a digital alternative allows for scalability. For restaurateurs with multiple locations, it's always a good idea to dip your feet into digital by initially implementing the solution to one restaurant, test and finetune your digital signage strategy- and then roll out to the rest. For single locations, expansion could mean mounting more screens after measuring the effectiveness of one for a few weeks. The CMS also allows managers to get a good feel for what content works and doesn't, by managing multiple screens and sites from a central log-in.

Unforgettable brands sell unforgettable experiences. Let's get you started on your high-impact digital signage strategy. Get in touch with a **DMX Customer Experience Consultant today.**

