



Content Rich Digital Signage

Digital Signage For Banks



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Introduction

Digital signage is an effective means of communication and promotion in all sorts of business settings.

While many people associate digital signage with retail or corporate settings, it can be beneficial to establishments like banks and financial institutions, too.

Banks and financial institutions often offer a variety of different services and have plenty of information to offer to customers. Digital signage can help convey this information clearly and efficiently.

Curious about how to make digital signage work for your bank or financial institution? This guide will walk you through everything you need to know.



Why Use Digital Signage?

The benefits of digital signage are plenty. Here are some of the specific benefits it can offer to financial institutions:

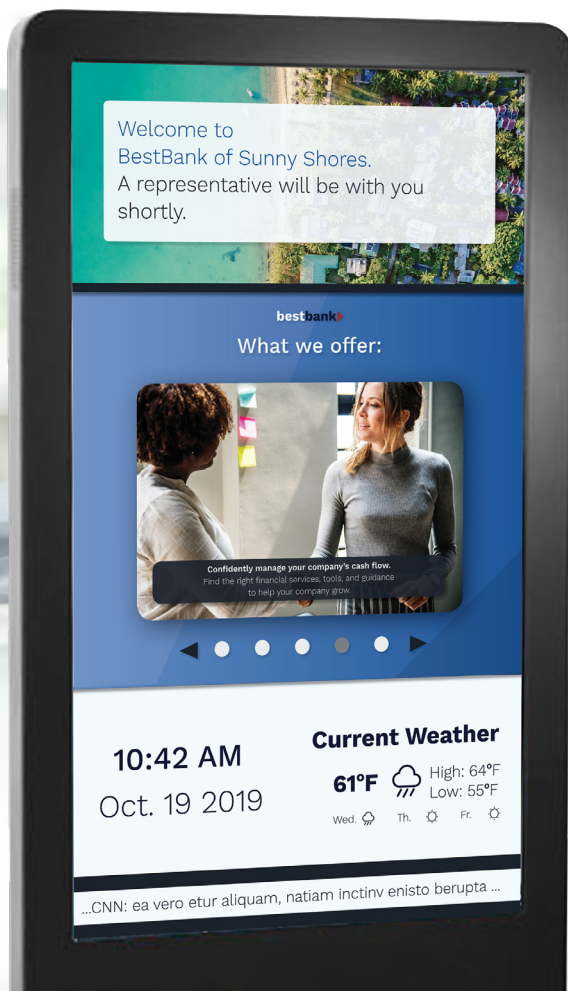
Improve Employee Engagement

In a bank, much of the employee's job is to educate customers. This can be challenging because it's easy for customers to get overwhelmed by all of the complex financial information coming their way.

Digital signage can help by simplifying some of the information and conveying it in a clear, easy to read format.

With digital signage, you can give customers a leg up on vital information about your products and services. This makes the lives of your employees easier, which can create a more pleasant atmosphere for workers.

Happy workers are good workers!





Display Bank Information

Digital signage is fantastic for conveying basic bank information like opening hours, services offered, and answers to frequently asked questions.

This can help streamline operations, as it will help save time for your employees that might otherwise be devoted to answering these everyday questions.

Reduce Perceived Wait Times

Nobody likes waiting, but that's particularly true in banks and financial institutions!

Digital signage can have a positive effect by taking customers' minds off of wait times in a bank.

By showcasing information about the bank and other information like the videos, weather, stock prices, or currency exchange prices, you'll provide both information and entertainment that can help the time go by faster.

This can help reduce perceived wait times and improve the overall customer experience.



Save Resources

Digital signage allows you to convey information in a paperless, easy to read format. This means that you'll reduce a lot of frequently asked questions to staff, and be able to reduce printing costs.

Overall, digital signage can help save both time and physical resources. Over time, this could improve your bottom line!

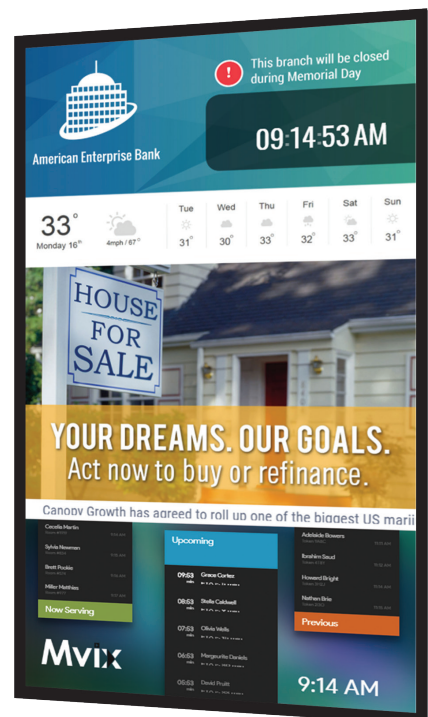
Increase Brand Consistency

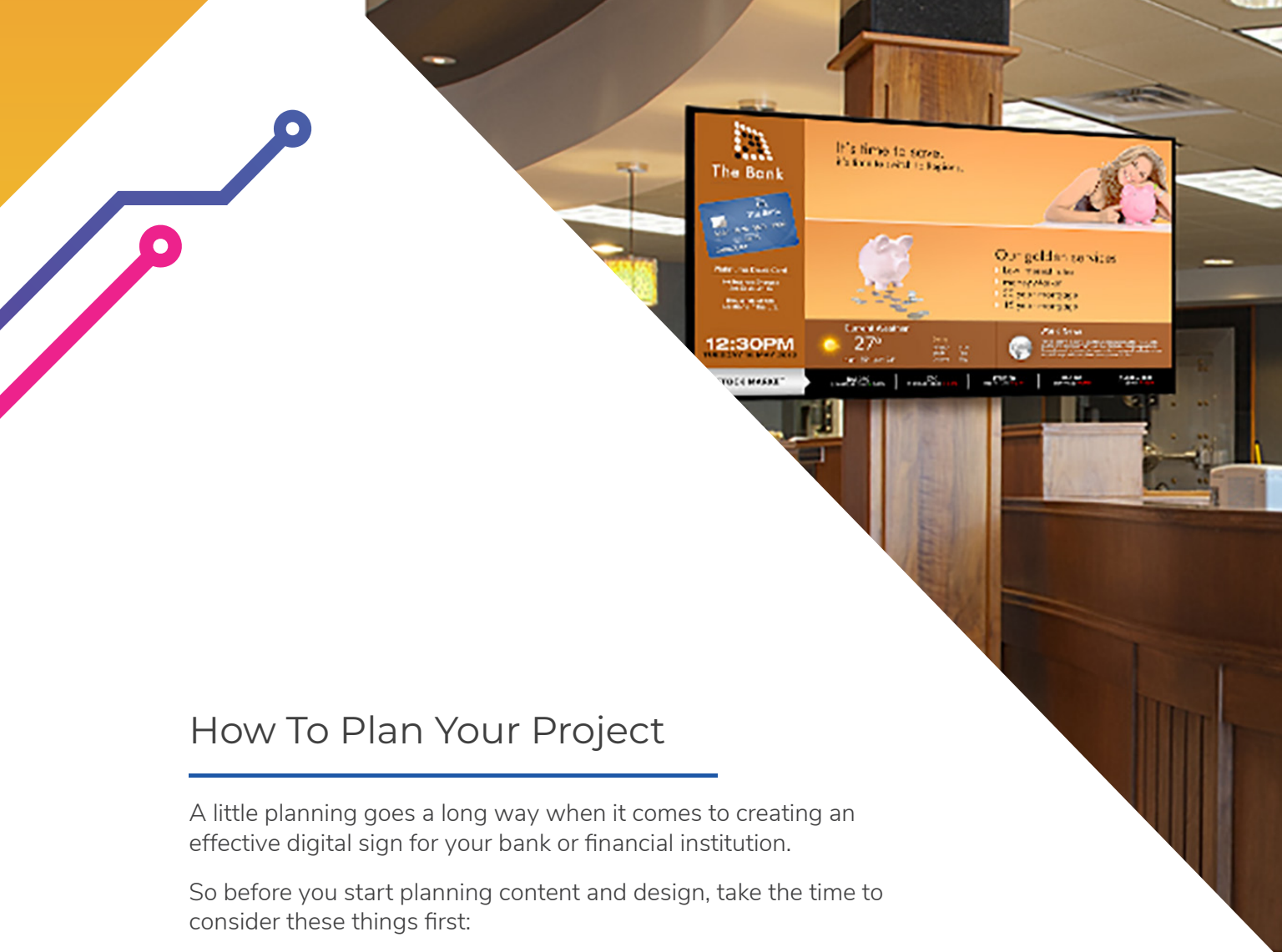
Digital signage allows you to broadcast your brand on a digital screen, which can help secure your brand's place in customers' minds.

By familiarizing your customers with your brand's style and imagery, it helps cement your business in their mind.

Advertise Promotions

If your bank is offering a promotion, digital signage is like a mini-billboard that helps you advertise it. It can help spread the message about the promotion, create interest, and help get more engagement from customers!





How To Plan Your Project

A little planning goes a long way when it comes to creating an effective digital sign for your bank or financial institution.

So before you start planning content and design, take the time to consider these things first:

Goals

What do you hope to achieve with your digital signage? Some examples might include attracting more customers to open accounts, bringing attention to a home loan program, or inviting customers to sign up for a rewards program.

Think about what specific goals or milestones you'd like your digital signage help you work toward. By considering your goals early on in the process, you'll be able to choose the best wording and design for your display later on, which will make for a more effective signage project.





Cost

Do you have a budget for your project? If not, take some time to think about everything that needs to go into the project before you pull the trigger.

Be sure to consult with your designers, copywriters, and so on to price out various parts of the project so that you can get a more realistic idea of whether or not your budget is accurate.

Target Audience

Who are you hoping to attract with your digital signage? Considering your target audience can help you tailor your content, colors, and imagery to be best suited for the demographic at hand.

For example, imagery chosen for college students opening their first checking account might be very different from imagery that you'd use to attract individuals nearing retirement age.

By considering your target audience, you'll be able to create more relevant content.

Content

Consider the content of your digital sign before advancing in the process.

While you don't have to have the final wording or imagery down from the get-go, you should at least have an idea of the overarching concept and what you'd like to convey with your displays.

Implementing Digital Signage

Once you've advanced through the initial planning stages of your digital signage project, it's time to think about what is necessary to actually implement the signage in your space.

Happily, it's not too complicated. The three main components you'll need to implement digital signage are:

Hardware

This is the equipment required for digital signage, including the display screen, mounting brackets, the media player, gear for your WiFi or wired connection, and so on.

Software

This is the platform that allows your digital sign to play. Systems may also include cool extras, like the ability to create playlists, scheduling, reporting, and lets you manage remotely.

Content

This is the content apps and data integrations that enable users to create and show a large variety of content.



Content for Banks

Here's the fun part: planning the content for your bank or financial institution displays! Here are some ideas for potential content for your digital signage:

> Stock Tickers

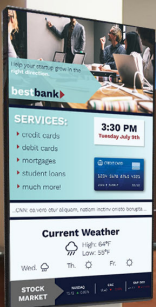
Presenting some of the biggest stock tickers of the day or week can offer an engaging way for customers to get curious about brokerage accounts and help keep them updated on stock market changes. It can also open up conversations about your bank's brokerage offerings.

> Mortgage Boards

Many customers don't even realize that their bank can assist with things like home loans. Keep your customers up to date by posing the latest mortgage rates. This can create interest in things like loans for buying a home, refinancing, or even home equity loans or lines of credit.

> Currency Exchange Rates

Posting currency exchange rates can help inform your customers about currency fluctuations. It can also help remind them that it's time to order currency for an upcoming trip!



> Bank Promotions

Designed poster images can help promote products and services at your bank. They can also act as billboards for things like upcoming events or special offers.

> Emergency Alerts

Digital signage is an ideal medium to post emergency alerts. For instance, a flood warning or heat advisory could be posted on the screen. Providing this service is a great way to build community and trust among your customers.

> RSS Feeds

To mix up your content, grab relevant content from RSS feeds! RSS feeds give your digital signage access to things like headlines, blogs, or relevant resources on topics that are relevant to your business. It can be informative and entertaining for customers.



> Weather

While it's not directly related to banking, but it's awfully handy to have access to the fundamentals, like the weather and/or a clock. It's a pleasant service to provide, and little details like this can make your customers feel more at home and comfortable while waiting.

> Social Media

Yes, banks and financial institutions can make use of social media, too! Your digital signage can help you promote social media accounts where you can promote products and services and your bank's brand.

> QR Code

Showcasing a QR code on your digital signage can offer a great opportunity to bring consumer awareness to a particular campaign or service.





Bank on Future Success With Digital Signage

To create a quality customer experience in any place of business, it's important to make sure that your customers are as comfortable as possible. This is especially true in banks, where people may consider their visit a chore.

Digital signage can make it easy to convey information to customers, keep them entertained while waiting, and display your services and promotions.

Overall, this improves the customer experience and your engagement. It helps you create a friendly atmosphere where customers enjoy their visit!



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