

7 Customer Retention Strategies with Digital Signage

By James Derrick



After your [marketing](#) skills have attracted numerous customers, retaining them is usually very cumbersome. Sometimes, serving a huge number of people will lead to dissatisfaction among the customers themselves. Finding a way

to keep them comfortable in the waiting line will become mandatory. Listed below are the strategies for retaining clients using digital signage.

Benefits of your products

Never fail to remind your customers about the benefits of using your products. If the benefits are convincing, the consumers will not mind spending time in the store to be served. Get the information that sounds appealing to a majority of the consumers. Use it in making the advertisements. That will enhance the retention of consumers.

Focus on the brand

It is obvious that you have competitors in the market. To survive the adversities caused by competition, it is necessary to focus on marketing your brand. By taking time to unveil to the customer more about your brand, you will enhance customer loyalty. Branding also creates a distinction between you and

your competitors. Strive to position your brand highly to your customers.

Great theme and attractive colours

Having a theme for your business is a very great idea. When the consumers see those theme colours, they will be reminded of your business. However, the colours used in making the theme ought to be highly attractive. There is no doubt that customers tend to be attracted to good things. The pricing and the product might be good but poor theme colours might keep them away.

Great quality pictures

Whenever you are using pictures, be keen about the quality that is displayed on the screens. Pictures come in different qualities. The qualities differ based on the type of camera that was used to capture them. Pictures of low value tend to be extremely boring and they cannot capture the attention of the customers. Thus, they will only lead to loss of customers instead of retaining them.

Use entertainment

While the customers are busy shopping, it is imperative to make them fascinated by making their shopping experience great. The use of entertainment will eradicate boredom for the shoppers. It will take creativity to come up with highly interesting content to entertain the consumers. By adding excitement to their shopping experience, you will retain them.

Make them comfortable

It is vital to mind the comfort of the customers. Not all content will make the customers comfortable. The type of content placed on the adverts should be family-friendly. Be mindful of those customers that go shopping with their children. Make the content meaningful for them to watch with

their children. Cautiously examine your video content properly.

Mind the traffic/monitoring lines

The most common mistake that most retailers do is being caught unawares by the numerous customers. It is important to prepare in advance for the coming countless consumers. That will enable you to know the advertisement that will suit them all to retain them. As a manager, you must monitor the lines to know when clients are many and when they are few. This enables planning in advance.

Position of the store

You must examine the position of the store first before knowing where to place the screens. The screens ought to be visible to every customer that enters your store. You will have a higher chance of retaining all the customers when they are able to see the **digital signage**. Make certain that customers can view your advertisements from any angle.

Show endorsements from satisfied customers

Some of the consumers need assurance that your products and services are the best. The only way to convince them totally is by using the experiences of your past customers. The testimonies of your previous clients about the greatness of your products and services are highly effective. The satisfaction of those clients will make the prospective customers patient.

Simplicity

The message that is passed across to the customers ought to be very simple and clear. The idea of the content is to address the needs of the customers directly. That will be impossible if the content is complicated for the consumers to understand. Understand that not all of your consumers are learned. Use

simple language so that all your target customers, regardless of their dialect, will understand.

Quality of the content

It is not a guarantee that all content displayed will be effectual. It is essential to invest both time and financial resources in making a great content. Sometimes it is even advisable to get the assistance of marketing experts. Most of the marketing specialists are very creative when it comes to creating attractive content. Their assistance will make your promotional adverts extremely effective.

Connection with clients

Try to find means by which the content displayed will be able to connect with the customers. The consumers will only visit your store to get a product that will satisfy a particular need. The most tranquil way of connecting with the clients is using their needs in the advertisement. This is possible by having adverts that address their current needs while offering products as solutions.

Charges

The prices charged for the products have the capability of either scaring the customers away or retaining them. Clients always look for cheaper options in the market. That enables them to save more money on the purchases they make. By charging extremely high prices, you will be scaring away both your current and potential clients. Be fair in your pricing and constantly offer discounts.

Opinion of customers

It is a great idea to maintain close interaction with your customers. It is through these interactions that you will know their opinions regarding your services. Through the display screen, you can highlight contacts which customers can use to

reach you. Through the contacts, they can share their complaints. The complaints can be used to improve service delivery.

Commitment to quality

By maintaining the quality of service delivery and dedication to improve it, customers will never depart from your store. Make sure that every promise on quality displayed on the screen is delivered. Customers will flee when their expectations are not met

About the Author: James Derrick is an experienced retailer that has been using digital signage to retain his wide customer base.