

## Freelance Article Sample

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This article was written for a search engine marketing firm.

### Digital Displays and Experiential Marketing

Experiential marketing is achieved by creating an in-store experience that differs from the competition. The theory is that your unique store environment will draw traffic and keep customers coming back. Digital displays have proven to be a highly effective tool for this type of marketing.

#### How Digital Displays Can Enhance the In-Store Experience

A lot of research has gone into determining what makes a good in-store experience. Retailers who succeed in creating a positive experience for their customers focus on the needs of the customers:

- Make it quick and easy to find what they are looking for.
- Answer a question and provide information to solve a problem for the customer.
- Compel customers to visit your store – often.

Digital signage can help you reach all of these goals:

- The right in-store signage will help customers orient themselves quickly and assist them in finding what they came for. Because it uses eye-catching multimedia technology, digital signage has the power to draw a customer's attention the second they walk in the door, making it easy for them to find the item they want. If done right, digital displays can also open their eyes to other products.
- Digital displays can provide all of the information a customer needs in a format that stands out from static displays.
- There is no question that digital signage gets attention. Because it uses video, animation and sound, it generates a lot of interest, giving customers a reason to talk about your store and return for future shopping trips.

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## **Why Digital Displays Work**

Here are some numbers that demonstrate the effectiveness of digital displays:

- Pilot projects by large clothing retailers show sales increases of up to 50%.
- An In-Store Marketing Institute study shows how strongly marketers believe in in-store digital advertising. Marketers see the potential for both small and large digital displays – 44% think digital shelf signs will have the ability to transform in-store marketing, while 18% believe that large displays, like Plasma screens, will have a similar impact.
- In addition to increases in sales, digital signage has value-added functions. In the retail banking and restaurant sectors, digital displays have been proven to reduce perceived wait times, resulting in a happier customer and a better overall experience with the retailer.

## **Enhance the In-Store Experience With Digital Displays**

The effects of experiential marketing may seem hard to quantify, but researchers have found a way to do so. Two-thirds of customers polled indicated that experiential marketing had been very influential in their opinion of a brand or product. Nearly 60% of poll respondents stated that experiential marketing led to faster purchase decisions.

The bottom line for you as a retailer is that experiential marketing boosts customer loyalty and motivates the customer to respond more quickly to advertising by making a purchase.

Savvy retailers are using the newest technology in digital displays to communicate on a very personal level with customers, creating a positive experience and reinforcing customer loyalty to their brand.