



How To Be a Digital Signage Reseller



Content Rich Digital Signage

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Introduction

Digital signage is saturating every corner of the consumer marketplace. Innovative digital messaging solutions for traditional workplace challenges are implemented everywhere, from hospitality and health care organizations to education and retail sales storefronts. In fact, the global digital signage market is forecast to reach almost \$33 billion by the year 2023.

As a result, people are taking advantage of the opportunity and becoming a digital signage reseller (DSR).

By the end of this guide, you should have an understanding of what a reseller should be selling, how to maximize profits, how to select digital signage vendors, how to sell digital signage services, and how to market yourself as a DSR.

Let's get started!





Getting Started with Digital Signage

Digital signage resellers often serve as intermediaries between vendors and consumers. Many DSRs position themselves as an easier way for consumers to acquire a product without going directly through the vendor. Some resellers may choose to sell a vendor's entire line of products while others specialize in one particular product or service.

What to sell

Digital signage, duh! But there's much more to digital signage than meets the eye.

As a DSR, you have plenty to choose from underneath the umbrella of digital signage. You can focus your offerings on physical hardware, specialize in the software and content that powers it, or position yourself as a support expert.



Digital Signage Hardware:

Digital signage hardware suppliers offer a variety of players, HD displays, video wall systems, touchscreens, and more. The hardware is what you see on the surface.

Digital Signage Software:

Data portals that show KPIs for platforms like Salesforce and Google Analytics complement underlying [digital signage software](#) to power displays and analyze performance. The software is what you see under the surface.

Digital Signage Content Services:

Customized content packages are the bread and butter of what consumers see on the screen. DSRs can provide tailored content packages for different industries (education, food service, etc.) or customize content packages for a specific business.

Digital Signage Support:

Support—whether it's installation or follow-up troubleshooting—is a critical piece of the digital signage puzzle.

Hardware, software, content, and support are the pillars upon which you can build your digital signage reseller foundation. Next, you'll need to define an industry specialization if you want that foundation to be solid.





Who to sell to

It's helpful to focus on a specialization when choosing what digital signage products and services you want to sell.

Your specialization will guide future hardware, software, and content purchases and define sales pitches in the same way identifying your target audience does for traditional marketing and advertising campaigns.

Many business owners during this phase provide a knee-jerk “I want to sell to everyone, everywhere” response when trying to answer this kind of question. While it is an ambitious goal, it's unrealistic to cast a blanket net at all consumers and industries and hope to succeed in the DSR space.

Instead, focus on a specialization or target market within the digital signage consumer industry that makes the most sense for you and your bottom line.



DSR specializations include but are not limited to:

Foodservice:

Foodservice is ripe for digital signage implementation. Rotating menu boards, daily specials, rewards programs, and even interactive digital ordering are replacing traditional static signage in food establishments.

Education:

Technology such as smart boards and interactive screens have changed the way some schools operate on a daily basis.

Internal Employee Communication:

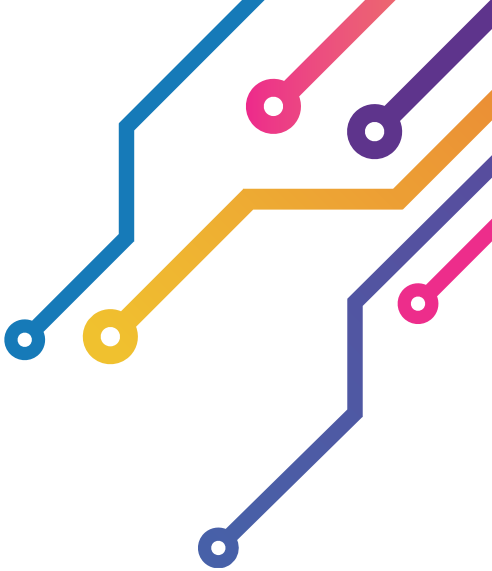
Smart business leaders look for ways to streamline internal communication without sacrificing the message. For many, digital signage is the solution. Everything from company memos to content calendars are available to employees through digital signage these days.

Customer-facing Advertising:

Advertising is likely the most recognizable use of digital signage, regardless of the industry. The Out of Home Advertising Association of America (OAAA) reports that [there are more than 9,000 digital billboards](#) in the United States in 2019, and there's a growing market for DSRs who supply quality digital signage solutions.

What you sell and who you sell to as a digital signage reseller is that solid foundation on which you'll build your business. Define both of these and you're ready to start packaging product offerings and selling specialized services.





How to Package and Sell Digital Signage to Maximize Revenue

Anyone can start a digital signage reseller business with a solid foundational direction and a focus on specialization. That's the relatively easy part of becoming a DSR. The challenging part is succeeding in a market that was [worth \\$18.5 billion in 2018](#). There's significant revenue to be captured if you know how to maximize potential.

How best can you maximize revenue in the digital signage space?

Sell More Commercial Products:

Hardware is the conduit through which marketing messages and internal communications travel. The more hardware you sell, the more revenue you'll see. Diversify your commercial product offerings.

Hypothetical: You've determined what you'll sell and who you'll sell it to, but your single model of digital display isn't raking in the revenue from educational organizations. The answer is to offer more complementary digital signage hardware solutions.



Sell Services:

You can sell services that enhance digital signage hardware and software and maximize revenue in the process.

The goal is to provide top-of-the-line digital signage services like personal training, consultations, and even content design without the enterprise-level price tag. One way to do this is to customize DSR-focused automation services to help improve service to specific target industries.

Set Up a Recurring Revenue Model:

When you've nailed down your professional DSR services, a great way to generate consistent revenue is to offer those services within a recurring revenue model.

Many small-to-medium businesses are transitioning from single pay service options to subscription or pay-as-you-go models. Most won't hesitate to pay a monthly service fee for access to professional value-added digital signage services.

Usage-based, user-based, and tiered billing models are ways to provide continued service and support to the consumer while generating recurring revenue.

We've mainly focused on a digital signage reseller's business model up to this point, but even the most ambitious plan will run into hiccups if considerable thought isn't given to one important aspect—your digital signage vendor.





Selecting Digital Signage Vendors

No two digital signage vendors are the same, which is why it's so important to do your research before choosing a vendor that's right for your business.

Oftentimes, vendors play middlemen between manufacturers and DSRs, just like digital signage resellers intermediate between vendor and consumer. This means you're likely to find vendors that have customized hardware, software, and service packages specifically for reseller appeal. How do you choose which vendor is the right fit?

Reputation:

Word travels fast in industry circles, and something as simple as an online search can reveal things like customer satisfaction testimonials or relevant case studies. Tap into a trade website or get your hands on industry print material to see which vendors are making waves.

Specialization:

Successful digital signage vendors are familiar with the "can't do everything" mantra. As a result, many vendors choose to specialize their offerings just like you would yours. Shop around within your niche.



Technology Partnerships:

Some vendors have already partnered with preferred technology providers either within specialized niches or across industry spectrums. It's a smart move to find a vendor that can provide access to a relevant technology partnership as part of a vendor package.

CMS Ease of Use:

A content management system (CMS) acts as the brain behind a digital signage display. Find a vendor whose CMS hits the sweet spot in terms of ease of use.

Support:

Great digital signage vendors offer some kind of reliable, consistent support for their product and service offerings. Don't settle for a customer service hotline, and instead, get specific and know what you're looking for in terms of support after a purchase.

You've found an exceptional vendor, your business plan is built on a solid fundamental foundation, and you're ready to make some dough as a digital signage reseller.

What's next?





How to Sell the Value of Your Digital Signage Services

Digital signage has a recall [rate as high as 83%](#), which means a majority of people can remember something they saw recently on a digital display. Chances are good that many business owners already unconsciously recognize the advantages that digital signage brings to the table. It's your job as a DSR to convince them to invest in a digital signage solution.

Oftentimes, convincing a potential client to implement digital signage is as easy as laying out the facts. Reliable impact statistics and return on investment figures are a great way to highlight the value of your DSR services.

We've created a [comprehensive digital signage infographic](#) you can save as a reference. Some highlights include:

- Digital signage captures 400% more views than static displays.
- Digital signage generates more than 32% more in-store traffic.
- Digital signage creates an almost 33% upswing in overall sales volume.
- Digital signage increases customer retention by 30%.
- Digital signage boosts customer satisfaction by 46%.



Selling Digital Signage Services:

Everything from installation to content packages and custom design can be apart of your DSR offerings. Consumers are more tech-savvy than ever before, but even the most experienced business owner can benefit from professional digital signage services.

Business owners, marketing departments, and IT technicians specialize and delegate, and they can save time and resources when they outsource or contract their digital signage services.

Grow your knowledge base and offer services like:

- › Total solution consultations
- › Customized hardware/software packages
- › Installation and implementation
- › Content design
- › Managed service plans
- › Personalized training

It can be costly and inefficient for consumers to deal directly with a vendor or manufacturer, so you can specialize and out-perform the competition even if you're not selling digital signage hardware and the software.

Position your business as an industry thought leader to sell expertise as a support service for vendor solutions. You capture valuable consumer attention if you can act quicker, perform better, and offer a higher return on investment than direct vendors.





Top Tips on Marketing Your Digital Signage Offerings

Your first steps toward successfully marketing your digital signage offerings should include [establishing an online presence](#) (which is its own challenge) and presenting a [unique value proposition](#). Fortunately, there's a good chance you already decided on a niche or specialization when you determined what you were selling and who you were going to sell it to.

The next steps should be to position that value proposition in a way that attracts customers and informs potential buyers. Here are some ways to do just that:

Send Newsletters:

Industry newsletters are still an attractive way for consumers (especially in B2B industries) to learn about a DSR's products and services. Consider creating your own industry-focused newsletter.

Conduct & Share Case Studies:

You're uniquely positioned to gather and analyze industry insights as a specialized hardware, software, or service DSR. This can mean collating information from reputable sources or conducting your own case study. Consumers want to know if your offerings are adding value in ways that are easy to understand.

Attend Events & Conventions:

Industry trade shows like InfoComm, the Digital Signage Expo, or even the Digital Signage Summit in Europe can be invaluable resources and networking opportunities for DSRs.

Utilize Vendor Marketing Resources:

Some digital signage vendors go the extra mile and offer white-label marketing resources for resellers to use. Don't do the heavy lifting when you can take advantage of reliable, readily available marketing resources.

You're Ready To Be a Digital Signage Reseller

We've laid the groundwork for you—from helping you decide what to sell to maximize profits, selecting vendors, and marketing your offerings—and now you're ready to be a digital signage reseller.

It never hurts to get some pointers from the professionals, though. Don't hesitate to [contact our digital signage experts](#) with questions about hardware, software, or services!





Content Rich Digital Signage

23475 Rock Haven Way #125
Sterling, VA 20166
mvixdigitalsignage.com
(703) 382-1739

