



Who Is Managing Your Digital Signage Network?

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A vertical digital signage screen is positioned in a transit station. The top section of the screen displays a weather widget with a temperature of 33° and a map of a city area. The bottom section shows a transit schedule with multiple rows of text and colored bars. The screen is set against a background of a modern transit station with a curved, ribbed ceiling and escalators.

Introduction

Digital signage is a powerful marketing and communication tool that is increasingly becoming a part of our daily lives.

However, in order for this tool to be successful, you need someone to “own” the system and content.

Often, businesses fail to have a dedicated “digital signage champion” to manage their solution. As a result, digital signage efforts can get lost in the shuffle, and there will be little to no ROI or ROO.

This guide will help you better understand the advantages of designating a digital signage champion and how different roles within your company can positively contribute to the overall success of your digital signage.



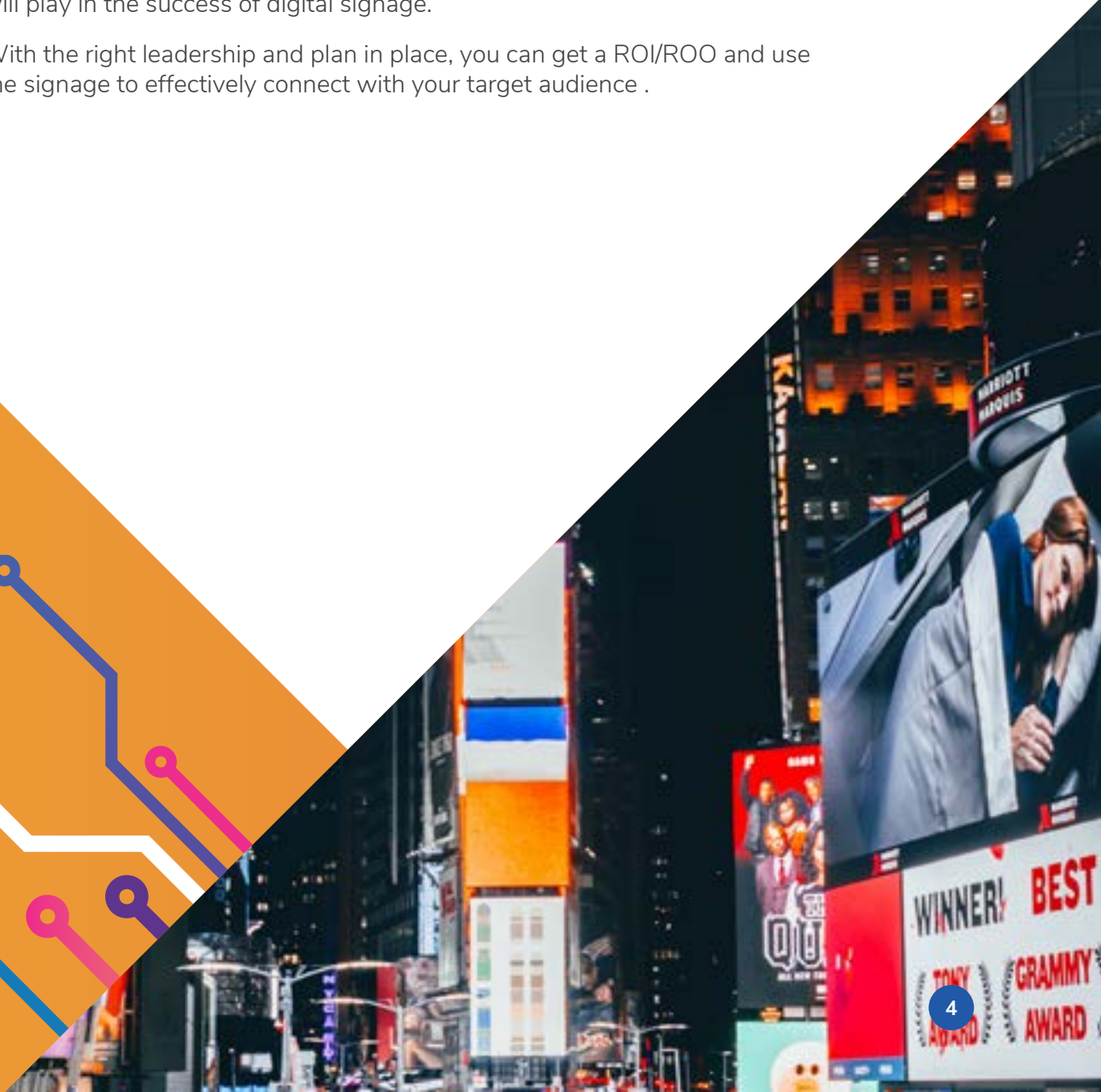
Why You Need a Digital Signage Champion

While effective digital signage displays are key in connecting you to your audience, they are only achievable if you have a digital signage champion to fully “own” the system and content.

Many times, one team is responsible for buying the digital signage system and then they hand it off to another team to manage it. This new team or person may already have a full set of responsibilities and may not be aware of the goals and objectives of the digital signage.

What’s needed instead, is to get buy-in from every team even before purchasing. This will make sure that everyone is well aware of what role they will play in the success of digital signage.

With the right leadership and plan in place, you can get a ROI/ROO and use the signage to effectively connect with your target audience .






Assigning a person or team clear ownership of your digital signage project:

- Prevents content from going stale
- Allows your company to form a centralized communication strategy
- Keeps everyone up to date with new digital signage apps and features

The best way to make sure content never goes stale, an audience-driven content strategy is in place, and the latest apps and features are being properly leveraged, is to have someone managing your digital signage.

Assigning ownership of these initiatives not only creates accountability but allows for focused and concentrated efforts. By prioritizing digital signage, you can engage better with your audience and maximize ROI.



Digital Signage Roles

Depending on the size of your company and your resources, there are different ways to organize your management team and delegate tasks. Here are just a few examples of the different potential roles and their responsibilities:

Content Manager/Owner



This individual is responsible for designing the overall communication strategy and making decisions about the look and feel of the digital signage display.

They will decide everything from the type of content that will be displayed, where information will be located on the screen and how the display should be divided in order to optimize messaging.

Finally, the content manager is responsible for developing and communicating policies to ensure consistent messaging and branding.





Tech Manager



Often times, this is the person who made the final hardware and software purchasing decisions, so they will be the most familiar with the operational aspects of the system.

They will be responsible for implementation and licensing along with technical and security issues.

In order to efficiently handle any network issues, the tech manager should create a troubleshooting and reporting process so that the content manager or other team members know how to report problems.

The tech manager will also be in charge of escalating problems and contacting vendors if necessary.

“ As with any network, security should be a top priority and the tech manager can help ensure a safe system by setting password requirements, assigning users certain roles and access, and maintaining an active directory of users.”

Finally, the tech manager should work closely with other digital signage users to establish the names for players, users, and roles. Creating a clear and logical naming system will help everyone to schedule content to the right displays.

This will be especially helpful as your system expands and you add more displays and players.



Other Important Management Roles:

Content Designers



While the content manager may decide how screens are divided and what should be displayed, the content designers will bring these visuals to life.

These are the creative individuals who will use company logos, colors, and fonts to create visually appealing displays that reinforce branding and grab the attention of the intended audience.

Content designers can also create layouts and templates that can easily be reused and repurposed with new content in order to accelerate the design and publication process.





Content Creators



Content creators will have access to templates so that they can create messages and visualize their content without actually being able to make the content live without approval.

These types of permissions will allow content creators to upload, submit and even schedule content while still maintaining a certain amount of oversight. Managing your content creators can depend on the size of your business and how easily you are able to convey consistent branding.

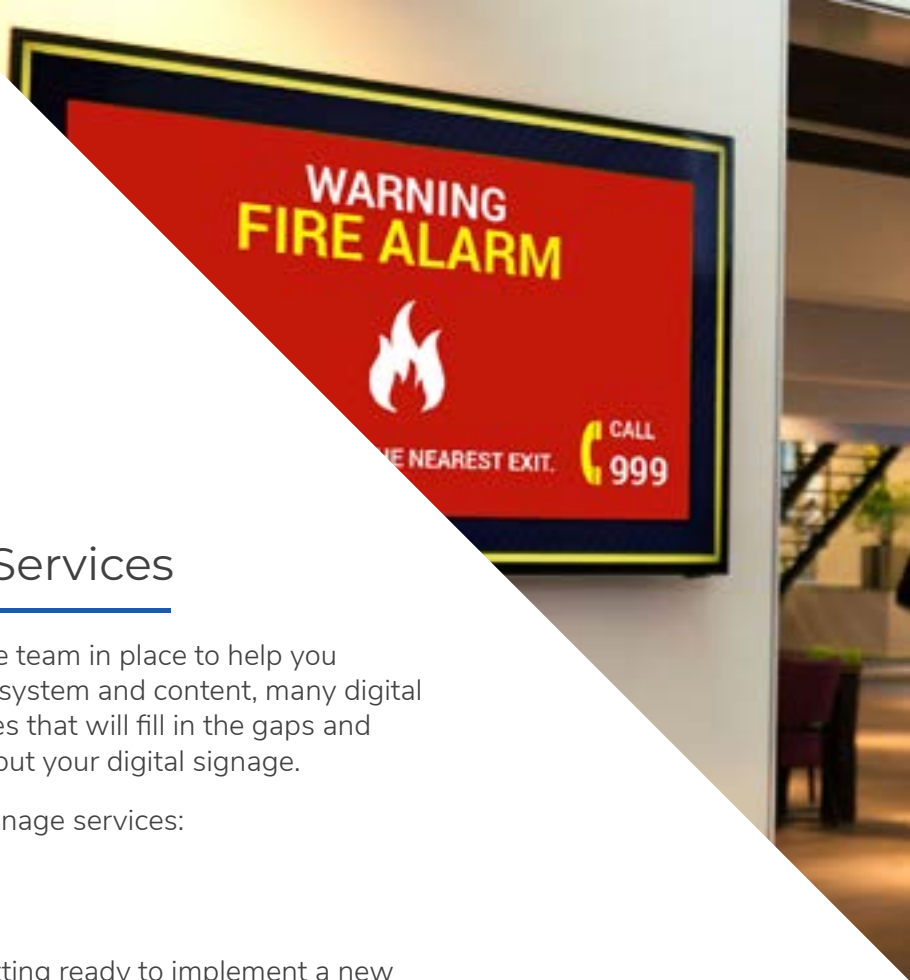
Content Approvers



The content approvers have the final say before the content is scheduled to go live. Anyone from the marketing manager to the content manager can take on this role and help to create and upload messaging.

This role helps create a clear hierarchy and chain of responsibility so that content has to pass meet certain checks and balances before it is published and displayed to the audience.





Digital Signage Services

If you don't have an extensive team in place to help you manage your digital signage system and content, many digital signage vendors offer services that will fill in the gaps and allow you to get the most of out your digital signage.

Here are just a few digital signage services:

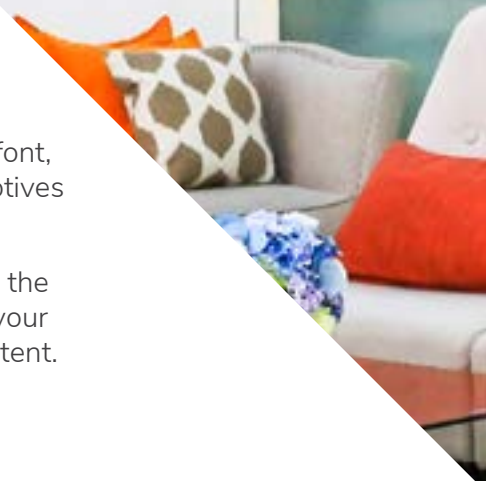
Training



Whether you are getting ready to implement a new system, need to update an existing system or simply want to expand your digital signage skills and knowledge base, training programs can help.

Ideally, your digital signage solution is user-friendly and with the right guidance, you can easily master the hardware and software.

Training is usually web-based, one-on-one training along with video tutorials, informative articles, and a support ticket system to quickly address your questions.



Design



Any successful signage is powered by quality content. That means making careful decisions about layouts, color, font, and wording in order to reach your target audience and motives them to follow your call to action.

Digital signage vendors often have designers that are well-versed in the best digital signage content and design practices that will reinforce your branding, help you meet marketing goals and deliver compelling content.

Management



Don't have a signage champion? Many digital signage vendors provide ongoing management services.

Crafting content, uploading fresh content on a regular schedule, staying on top of emerging technology and handling network permissions and security can be overwhelming, especially if you don't have the in-house resources to properly handle all these responsibilities.

Instead of allowing your digital signage efforts to go stale and be left by the wayside, take advantage of comprehensive management services. These services help you manage every aspect of your network in order to maximize efficiency and results.





Conclusion

Whether you hire an in-house digital signage champion, form a content creation and management team or partner with a digital signage vendor for all your digital signage needs, it is important to have strong leadership handling your digital signage effort.

Continually generating strategy-driven content, creating and implementing security protocols and managing the system should be high priority tasks in order to get the most out of your investment.

With the right approach, you will experience impressive returns on your investment and be able to connect with your target audience in a way that moves your business forward.





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