

The Future of Digital Signage and Advertising

Four key trends that will redefine how a brand engages with its customers

A quick-service restaurant can enhance customer engagement, increase sales and boost its brand image by focusing marketing efforts on four trends in digital signage and advertising: self-service kiosks, free Wi-Fi via mobile hotspots, simplified digital menu boards and implementing data-driven technologies.

1. Self-service/self-ordering via kiosk: According to a [2016 survey](#) from the National Restaurant Association, 37 percent of restaurant operators consider the customer ordering process to be the most important area of development in the next five years. Over the next 18 to 24 months, quick-service restaurants will place a heavier focus on self-ordering at a digital kiosk. Self-ordering helps to simplify the ordering process for both customers and employees, decreases order errors, and customers like the sense of control over the order.

Businesses can capitalize on taking orders via a kiosk by upselling at the point of sale. Customers ordering digitally are [proven](#) to order more than if they interact with employees, and displaying targeted promotional items or meal add-ons on the kiosk screen will increase the amount they spend.

Businesses that utilize frequent-diner programs also can track customer buying habits via a kiosk, creating new opportunities to upsell and market



to current customers with promotions based on past purchases or a digital pop-up coupon to nudge them into an extra item.

2. Mobile hotspots: A surefire way to lure in customers is offering free Wi-Fi – with a catch, of course: A customer has to opt in, giving a business the opportunity to show them a 30-second video on the brand's offerings, or engage with the customer via device through pop-up promotions.

This allows a business to direct targeted marketing toward customers they know are already within their locations. Creating a mobile hotspot also helps amplify sales, because customers spend more time inside a location and may decide to make a second purchase while they browse the Internet – a cup of coffee or dessert, for example.

3. Simplification: Many quick-service restaurants are moving to more simplified menus in order to make their digital menu boards more effective.

Some brands in their second or third phase of using digital menu boards are learning from the past, and one of those lessons is that less can be more when dealing with digital menu boards. Whether they are deployed indoors or in a drive-thru, making it easy to read the menu and place orders is of paramount importance. The fewer items on a board, the easier it is to read,

