

# Getting Started with Digital Signage

*Like all smart workspace initiatives, developing a strategy and plan will lead to better and faster results.*

## This checklist - broken into five key initiatives - can help you organize your strategy and implementation plan.

### 1. Set Goals

Goals are critical to keeping your team focused and on track with your digital signage project. Ask your team:

- How will you track your progress?
- Are digital signage goals tied to another initiative's goals?
- How and when will you report progress?
- Who is ultimately responsible for tracking and reporting on results?
- Who is your audience and where will they see the screens?

### 2. Determine Responsibilities

Define who owns each step in the process. By having the right people in place, efficiencies are created and the process is well planned. Who is responsible for:

- Developing specifications and purchasing the solution
- Installing and maintaining hardware
- Creating and publishing content
- Monitoring and reporting issues

### 3. Identify Requirements

Early in the process, your team needs to identify what your digital signage solution will include and not include. Consider what your requirements are for:

- Screens:** size, quantity, quality, orientation
- Connectivity:** LTE, wifi, ethernet
- Content:** live feeds, real-time data updates, video, custom HTML5, API integrations, social media
- Network:** firewall configuration
- Scalability:** timeline for adding screens or content types
- Implementation timeline:** one-time or staged roll-out and installation



### 4. Build a Content Plan

Starting your content plan early will help ensure your digital signs look great from day 1. Determine how frequently or at what milestones you will update content. And, consider the right content type to highlight your message:

- Real-time data:** share business and team results through connecting data visualization tools to digital signage.
- Live feeds:** stay on top of what's happening in news, markets and weather feeds.
- Branded content:** share your company story through videos, images, slides and more.
- Social media:** share what others are saying about your business or topics of interest in real-time.
- Welcome and celebration messaging:** make your visitors and employees feel welcome by sharing key milestones.

### 5. Select your Vendor

No two digital signage providers are the same. You'll want to consider some of the following characteristics when selecting which vendor is right for your organization:

- Comprehensive solution set:** can your selected vendor provide the software and hardware you will need?
- Ease-of-use:** how easy is the solution to use, as demonstrated through a demo, proof of concept and customer testimonials?
- Ability to scale:** can the vendor scale as your business grows and needs additional features or screens?
- Innovation roadmap:** does the vendor have a realistic roadmap for when new innovations or development requests will be implemented? Will you have the ability to request additional features or functionality?
- Pricing:** is the pricing easy to understand, within your stated budget and stable?
- After-sale support:** is the vendor's support team readily available and easy to access? Do they offer on-going training (free or additional cost) for team members using the solution?

Now that you have considered the following, you likely have a solid plan for your digital signage solution.

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