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SANITIZER BEFORE
ENTERING THE STOP

How Businesses Can Use Digital Signage for COVID-19 Protocols

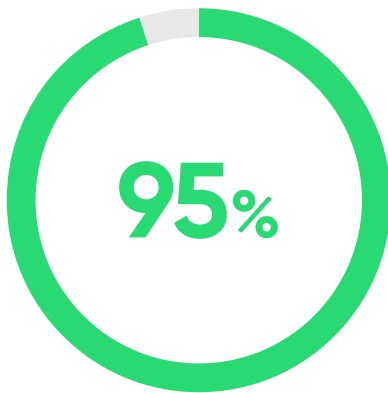
Most businesses are looking for ways to maintain their revenue and make operating during this pandemic easier. In fact, the **businesses that are proving successful are those that are agile**, adopting new channels to support their customers and staff. Digital signage is an ideal channel for displaying important messages—like new COVID-19 protocols—on attention-grabbing displays. Here are some ways you can use digital signage at your business to streamline your transactions, promote public health and safety practices, and support your customers and team.

Build Your Customers' Trust in Your Brand

Customers are looking for reassurance and guidance. They want to see that you have things under control and organized, as it communicates you care about them. Regular clear, yet empathetic, in-store messaging will help customers build trust in your brand. Use digital signs to welcome them and tell them about the new practices they will see—like frequent cleaning breaks and plexiglass barriers at checkout—when they walk in your doors. Display encouraging photos of community support and relief efforts. Post new services you offer, like delivery and curbside pickup—**30% of customers** say they're more likely to support a business in the future that offers these services now.



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Make Health and Safety Messages Hard to Ignore

A recent study revealed that **95% of customers** want companies to implement social distancing and other measures to keep them protected. Now more than ever, your in-store signage needs to be on point and visible. **Digital signs** are **400% more likely to be seen** than static signs, so it makes sense to use them for posting public health and safety reminders. Use them to remind customers to maintain social distance, wash their hands regularly, wear masks, don't bring in reusable bags, and don't enter if they're sick. Digital signs can also be used for employees, displaying state and local health and safety notices, reminding them of new protocols, and posting cleaning schedules.

Keep Foot Traffic Coming—But Organized

Directing foot traffic right now is a must—it prevents the frustration of customers waiting in long lines and not finding what they need easily. Digital signs are effective for wayfinding and can be used in a variety of ways. Post a digital welcome sign at the entrance of your business, with warm, positive messaging. Use signs on the street or in the window to let them know you are only allowing a certain number of customers in at a time, and assure them they won't have to wait long. Display a high-res map of your store or a virtual tour, allowing them to plan their shopping with social distancing and one-way aisles in mind. Post friendly reminders of shopping in a one-way direction and keeping out of off-limit areas.



Display Real-Time Public Health Updates

Keep you and your customers up to date on the latest public health info from experts like the World Health Organization (WHO), the Center for Disease Control and Prevention (CDC) and local government officials. Share public health announcements, videos, real-time virus updates, and more with Raydiant's PosterMyWall and News apps. [How-to videos](#) for properly washing hands, social distancing, wearing a face mask, protecting the elderly and vulnerable, and more can be played on in-store screens as customers shop or while they wait at checkout. And photos and videos of the community working together safely during this crisis will boost morale at a time where [shoppers are more anxious than ever](#).



Manage Your Signage Remotely— From Any Device

Remote-friendly technology is more important than ever. Now's the time to switch to cloud-based platforms, like Raydiant's, which offers users flexibility as it's accessible from anywhere and any device. You don't have to be at your business to create gorgeous, informative digital signage content in just minutes—no designer required. With over 150,000 templates for creating eye-catching signage and videos, our intuitive user interface is easy to use and updates instantly—across multiple screens and locations.

Let Raydiant give you the tools you need to create attractive, informative signage that gets noticed. Try Raydiant, risk-free today at www.raydiant.com

