

3 ways your business can make more money NOW using your existing TV's



Most businesses have not tapped into the revenue-earning power their TV's and displays currently possess. What if there was a simple way you could harness that power to drive more business and grow profits right now?

Most TV screens are used to show television or news channels but they are capable of being used in more ways that will actually increase your sales and revenues. Using a digital signage solution for your TV displays will allow you to improve your brand experience and make you more money.

Here are 3 simple things you can do today:

1. Drive more sales from the items or services you want your customers to buy.

Have a new service, item, or product you want to promote? Use your screens to promote upsells and other specials by dynamically promoting specials during pre-defined times in order to drive sales for your business.

There's even a solution that allows you to simply upload your content and schedule it into your TV displays to consistently drive upsells. Your TV displays catch your customer's attention the moment they walk in allowing you to control what's being marketed to your customers in your

business. Your displays should be working as part of your sales team and making your customers want to buy your products and services.

2. Drive customer loyalty and engagement to your brand

Use your screens as your brand messenger to relay information about game nights, activities, and other events that your brand is sponsoring. This can serve to create a brand-experience that allows you to use your screens as information or message-sharing platforms to promote your events.

This solution (link) allows you to create customer loyalty by announcing birthdays when customers visit your restaurant or host fun game nights and trivia nights using your TV screens and controlling them with your phone.

3. Engage partners that help your brand grow through advertising

Form strategic partnerships with other businesses to generate additional revenue through advertising. Sell slots in your programming to advertise their business to your customers. You can also partner with national advertising platforms that allow you to bring in incremental revenue without any of the sales legwork.

Your digital screens are much more than just TV screens. What would happen if you began using them to improve your brand's experience and drive loyalty, sales, and generate ad-revenue?

Leverage all of your assets to drive more sales and deliver a consistent customer and brand experience today!