

YOUR BLUEPRINT TO DIGITAL SUCCESS



Start Your Journey Today



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Are you considering or planning your Digital Display journey? Want to improve or expand your current digital estate?

If so this practical guide is for you!

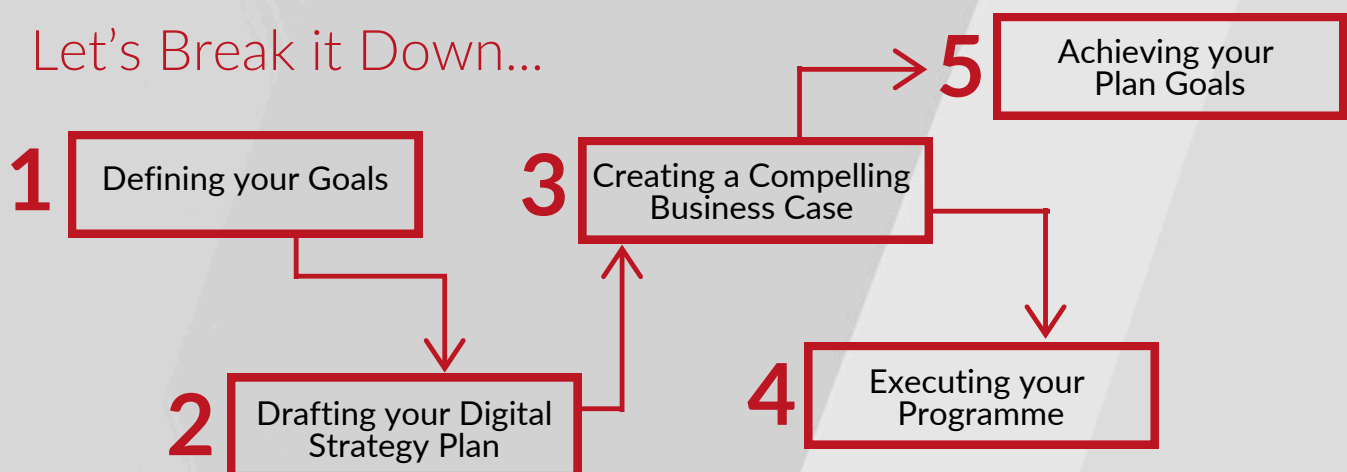
Let us take you on a journey of the dos and don'ts when it comes to designing and implementing the digital strategies to ensure you have the best plan from concept to conclusion.

The Importance of Robust Planning

Digital Displays are transforming the retail media space and providing huge opportunities for sales growth, increased customer loyalty and higher footfall. However, it is not to be undertaken lightly – with high risks at stake if you don't get it right. With good planning and well-thought-out execution, you can significantly reduce this risk, deliver the strong results your business wants and truly transform the shopper experience to boost sales.

With this in mind, this guide is aimed at providing a practical step-by-step guide to crafting, planning and delivering a successful Digital Display plan within your business – drawing on over a decade of Trust experience in working with leading retail brands.

Let's Break it Down...



1 DEFINING YOUR GOALS

STEP ONE

Start with aligning to your corporate strategy:

What is your company vision and 5 years goals and how can Digital Display transformation support that:

- ✓ In-store customer experience design plans
- ✓ Sales growth plans
- ✓ Loyalty drives and omnichannel marketing strategies

What are your specific goals and focus?

- ? Larger customer reach
- ? Higher average basket value
- ? Increased net new customers
- ? More repeat buyers
- ? Improved ROAS
- ? Higher store-level profits
- ? Reduced store costs
- ? New revenue sources
- ? Business future proofing
- ? Increased business investment



What is your vision?

Defining a vision for the customer experience and business plan will help you to articulate this.

2 DRAFTING YOUR DIGITAL STRATEGY PLAN



Always remember!

Start with your customer - understand their needs and how they want to benefit.



STEP TWO

- How can you use Digital Display to differentiate:

- ✓ What are your competitors doing? What can you learn and how can you be different?

- What are the timeframes? How aggressive do you want the rollout program to be?

- ✓ Gradual test and learn
- ✓ Multi-stage rollout etc.

- Assess your own capabilities and what will be required to support your plan:

- ✓ Real estate challenges
- ✓ Budget challenges
- ✓ Internal digital skill sets and expertise challenges: hardware, software, creative, installation project management, performance tracking

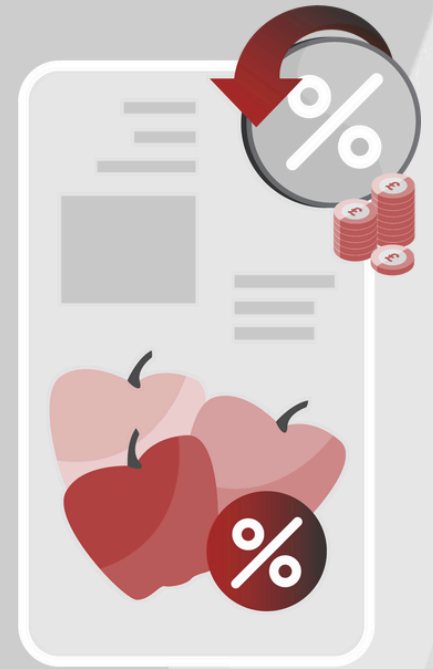
- How can you most effectively engage with them during their shopper experience:

- ✓ Location
- ✓ Content / Format
- ✓ The best technologies to invest in:
 - Linear
 - Interactive
 - Experiential

3 CREATING A COMPELLING BUSINESS CASE

Explore areas you can mitigate the investment risk through cost reduction:

- ✓ Direct print costs plus supporting overheads
- ✓ Stock wastage (through careful management)
- ✓ Offsetting through third-party monetisation
- ✓ Funding model – Opex / Capex
- ✓ Prove before you proceed (pilots, POCs etc)



Top Tip!

Cascade down from your business goal. Which you would have identified in Step 1. Then put them in the context of market, competitor and customer trend drivers.

- Do your due diligence on understanding the real cost:
 - ✓ Cost to implement
 - ✓ Cost to manage
- Model out a **real ROI forecast** – that your finance director will be impressed with.

Psst...

Bring key stakeholders along on the journey. Engage and secure their support to build strong internal alignment.

STEP THREE

STEP FOUR

4 EXECUTING YOUR PROGRAMME

Tap into the full creative potential:





- Streamline delivery: using the power of a great CMS
- Develop a dedicated creative plan and strategy that defines:

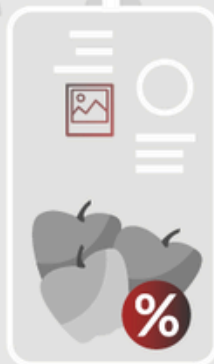
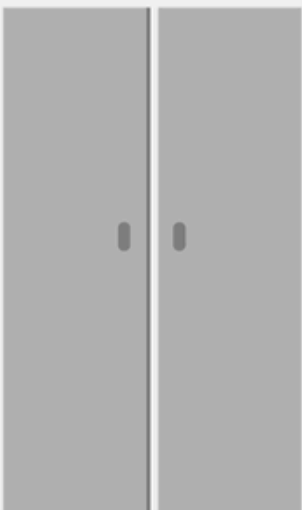
- ✓ Volume
- ✓ Placement
- ✓ Frequency
- ✓ Preferred formats

Plan install rollout carefully:

- Test and learn proof of concept stages
- Followed by evaluation and scalable deployment

Ensure full-proof delivery:

-  Screen safeguards
-  Security
-  Tagging and cataloguing of screens
-  Continual scheduling
-  Screen maintenance and trouble-shooting programme



5 ACHIEVING YOUR PLAN GOALS



Define measurements of success!

This could be anything from...



Footfall

Average Basket Size

Customer Experience

More Repeat Buyers

New Customers

- Set up reporting mechanisms to provide topline and detailed analytics.



Top Tip!

Connect your technology to automate the process and reporting where possible!

Finally...

- Set up review milestones to support continual improvement.
- It's important to keep up with new technology and advancements and to be adaptive.

Psst...

Remember, staying agile means adapting not only to technology but also to content. Real-time content is crucial for engaging audiences effectively and maintaining their interest. By prioritising both technological advancements and real-time content updates, you will enhance the overall impact and effectiveness of your Digital Display strategy.

STEP FIVE



What this planning methodology will help do:

- ✓ Reduce investment risk
- ✓ Speed up your execution
- ✓ Deliver greater ROI



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Take your next step
toward success.

**Schedule a free
consultation today!**

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