

11 benefits of using digital signage for corporate communication

1. Increase Capacity For Communication

Digital signage can quickly and conveniently display internal communications messages for staff to view.

2. Highlight Key Messages

Digital signage is eye-catching and can emphasise important messages in interesting ways, encouraging staff to take interest.

3. Make messages more memorable

Digital signage makes it easy to convey information as a narrative, which psychologists have proven we are ten times more likely to remember.

4. Message Reinforcement

The more times we see a message, the more likely we are to remember it. Digital signage can display messages on a frequent basis.

5. Variable Message Visibility

Some messages are more important than others. With digital signage, message visibility can be dialled up or down, depending on importance.

6. Consistency Across Locations/Situations

Staff that work across different locations sometimes miss out on important information. Digital signage enables businesses to give all staff the same information at the same time.

7. Instant Updates

Digital signage can provide updates on business success, like meeting targets, motivating staff, and helping them feel more invested.

8. Reinforces Company Mission/Shapes Company Culture

If company values are constantly visible and easy to understand, they are more likely to encourage positive behaviours and discourage negative behaviours.

9. Engage Staff More Effectively

Digital signage can be used to present flexible multimedia display content like images, video, text, animations, and sound, which is more eye-catching and engaging.

10. Engage Visitors

Organisations can create their own channel/content to present to visitors (e.g. CSR initiatives, share prices, latest research highlights, work examples, careers information.)

11. Increase Trust

The more staff know about the 'goings on' in a company, the more likely they are to trust senior management's decisions.