Updated:
4 engagement boosting secrets for digital signage

fusion signage `fs`

software for your digital signage

In a nutshell

Digital signage should be fun (in our biased opinion), but if your screens aren't converting, content creation can start to feel like a chore. So let's fix that. With the right approach (and the right tools) your screens can become one of your most effective engagement channels.

At Fusion Signage, we live and breathe digital signage, so we've bundled up the best practical tips we use every day to help customers improve results quickly. Consider these your go-to shortcuts for better content, cleaner scheduling, and digital signage that actually works.

Fusion Signage powers this. →

1 Make your content speak their language

Your audience, whether they realise it or not, care about what's on your screen – if it's clear, relevant and helpful. Effective content does at least one of the following (but ideally all three).

- Speaks in your viewer's language.
- Confirms something they already believe.
- Introduces a new idea or offer.

So let's use that language, show an image to validate it, and hook them with a new idea – *only $5!*

Simple, familiar, enticing.
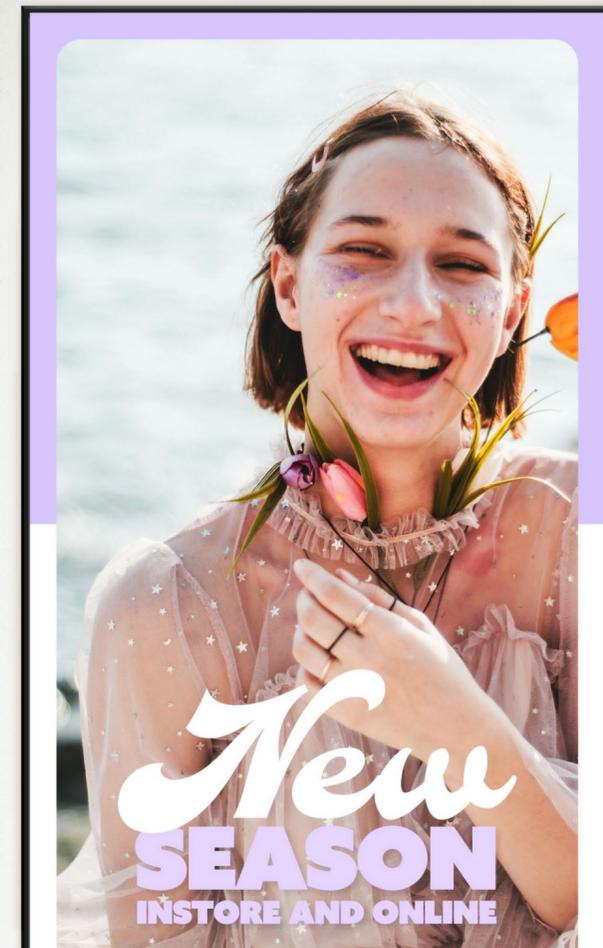
Handy hint:

Use our Designer to keep language, imagery and layout consistent across screens, and take advantage of playlists to group content by audience type, time of day or campaign.

2   Match your message to screen location

You know what advantage digital signage has over nearly every other advertising format? Immediate relevance. When someone looks at one of your screens, they're already in your space and open to acting on what they see. That's why location-specific content matters.

A quick check – does each screen's content match the purpose of where it's placed?

- **Storefront** – fast, bold, eye-catching. You have 3–5 seconds for a walk-by. Pull people in with quick transitions and strong visuals.

- **In-store screens** – slower, more informative. Help customers compare, explore or understand.

- **POS counter** – upsell zones! Promote add-ons, upgrades or impulse buys.
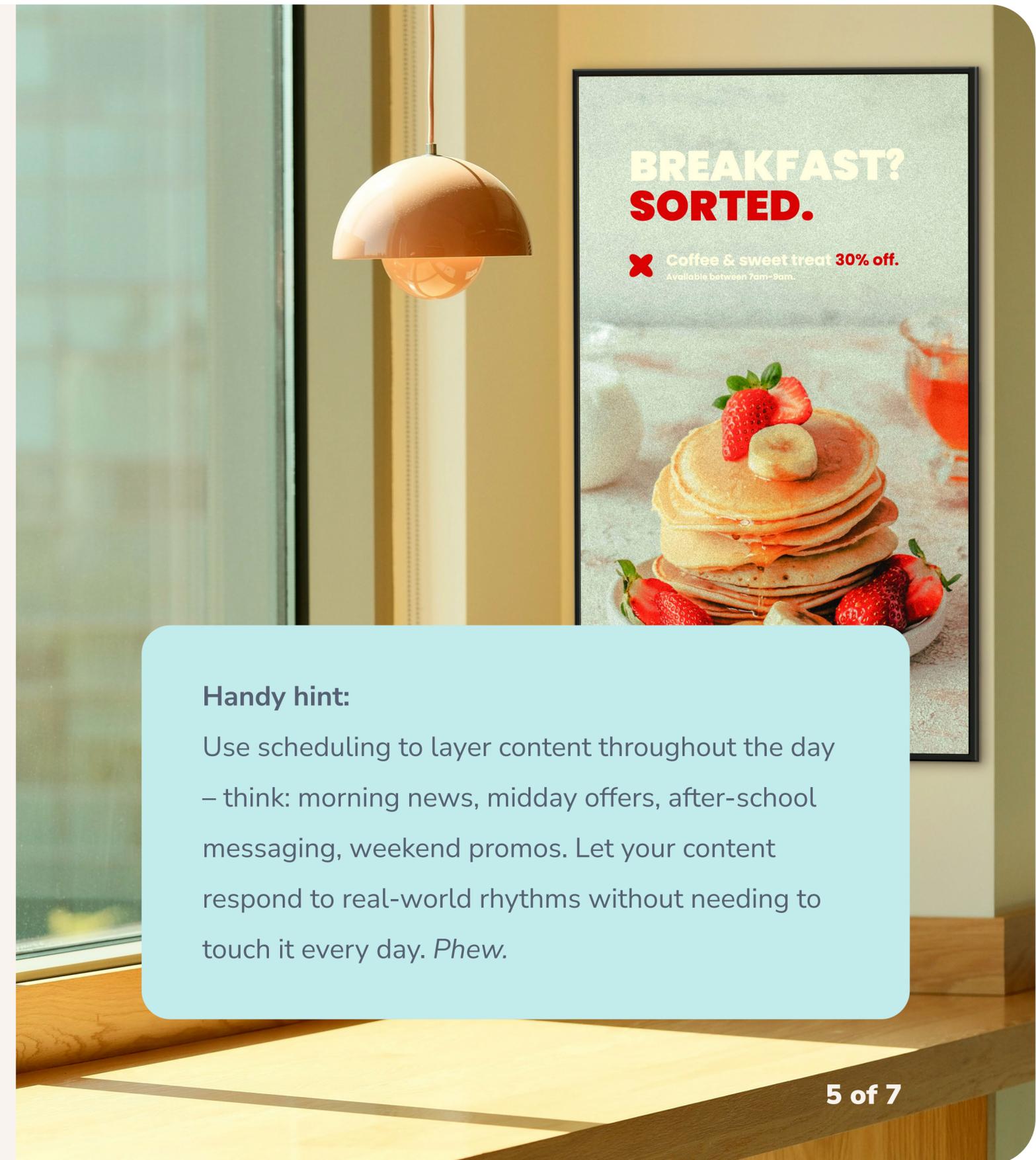
Handy hint:

Use tags on content to link automatically to only certain screens, and consider your own conditional play rules (location-based, time-of-day, days-of-week, likely audience) with schedules.

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3   Re-capture attention with regular updates

If your TV played the same movie every day, you'd stop watching. Digital signage is no different. Frequent refreshes keep your audience engaged and prevent something we like to call *screen fatigue.*

How often you update depends on your business.

- **Retail =** weekly promotions.

- **Hospitality =** daily specials.

- **Service-based businesses =** events, weather or trend-driven updates.

- **Small businesses =** local news, seasonal information, brand storytelling.
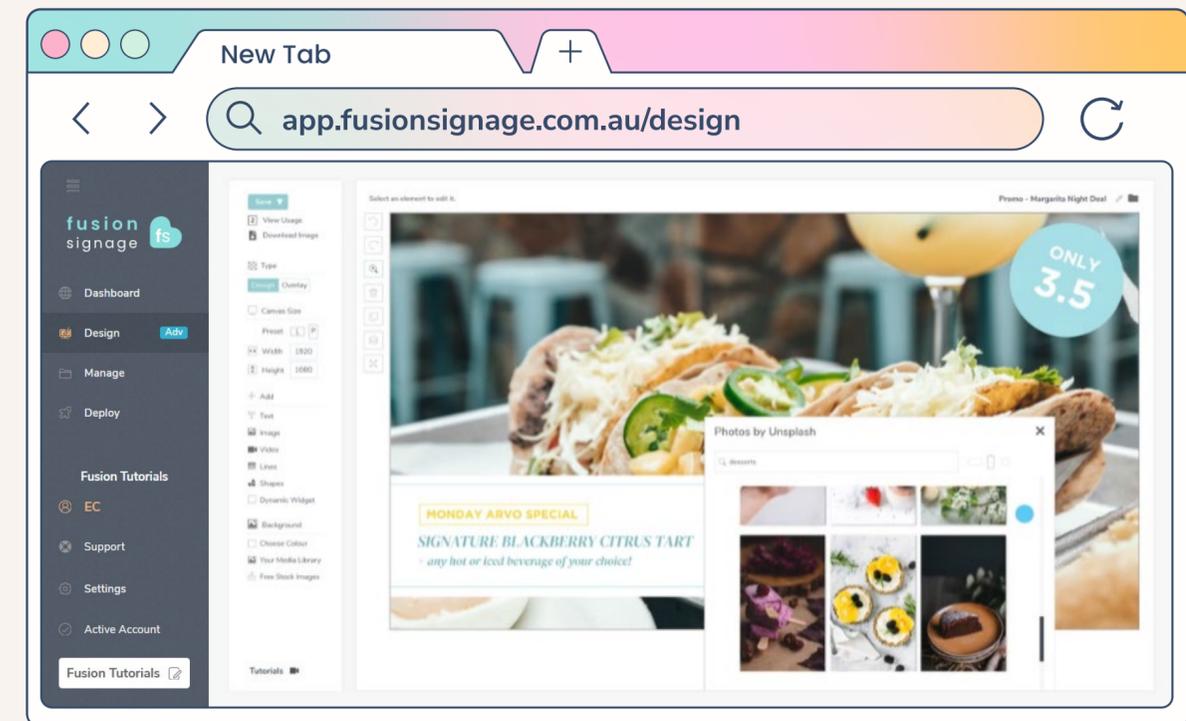
Handy hint:

Use scheduling to layer content throughout the day – think: morning news, midday offers, after-school messaging, weekend promos. Let your content respond to real-world rhythms without needing to touch it every day. *Phew.*

BREAKFAST? **SORTED.**

Coffee & sweet treat **30% off.**
Available between 7am–9am.

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4 On-brand content will always perform better

It might sound obvious, but branded content is often overlooked. Customising colours, fonts, layouts and imagery makes your screens feel intentional (and instantly more professional).

Fusion Signage makes it easy to stay on brand.

- **Our Designer** – drag-and-drop layouts, branded elements, photo and video uploads.

- **Marketplace** – ready-made and editable templates to speed up creation.

- **Free stock library** – over 3 million photos for fillers, mood, or last-minute updates.

- **Social-to-signage** – reuse your social content by exporting and uploading, or linking directly to your design.

Handy hint:

Want team or customer involvement? Snap a photo, drop it into the Designer, and publish in minutes.

Ready to give Fusion Signage a whirl?

Digital signage just got exciting-er.

Start your free trial now →

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