

3 Ways Your TV's are costing your business money



The Televisions in your establishment are the first thing your customer's notices. Typically most televisions are playing sports channels, news channels or some PPV fight special. How much do those subscriptions cost your business? How often are your competitor's commercials playing on YOUR displays? How much money do you lose each time bad weather knocks out your signal?

Here are 3 mistakes businesses make with their TV's that are costing them money:

1. Cable and Satellite Subscriptions are expensive and don't always work

Those sports channels certainly don't pay for themselves. Those cable and satellite subscriptions are charged on a per TV basis and can quickly add up. What's worse, when it rains or if the weather is bad the connection issues start - this creates a bad customer experience and ends up costing you more money.

2. Competitive Advertising

Do you run a small sports bar and see advertisements for another sports bar on your TV's? Do you run a hair salon and see advertisements for competing salons on your TVs?

You should be able to control what is being advertised in your establishment. In fact, the advertisements should be making you money. You can, however, control what advertisements you display on your TV's with digital signage solutions.

Fortunately, there are simple solutions that allow you to control the advertising and content on your TV screens. These solutions also allow you to sell slots to other partners or businesses in the area which ultimately leads to more revenue for your business.

3. Missed Opportunities

Members of your wait staff are busy enough as it is with their current workload. While television might be a great distraction for your guests it is also a great distraction from your promotions and specials.

Like we said, when your customers walk into your establishment the first thing they will typically notice are your TVs. What opportunities is your business missing by not using this high visibility resource to share information about events, specials, and promotions?

Transform your TVs from a cost-center to a profit center. Your digital screens are much more than just TV screens, imagine if you could use your screens 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! We want to help.