

# GUIDE

# THE SILENT SALESPERSON

Unlocking the Power of Digital Signage  
& Interactive Experiences in Retail



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## UNLOCKING THE POWER OF DIGITAL SIGNAGE & INTERACTIVE EXPERIENCES IN RETAIL

Your store is no longer just a space to transact. It's a place to inspire, influence, and convert. In a competitive retail landscape, how you present products and engage customers in-store has never mattered more.

*That's where digital signage steps in.*

Think of it as your **silent salesperson**. Always visible. Always present. Quietly influencing behaviour, guiding decisions, and connecting the dots between online and in-store activity - all without saying a word.

But here's the challenge: too many retailers are underusing this tool. Without the right strategy, relevant content, and agile control, screens become background noise instead of a front-line sales asset.

This guide will help you flip the switch, transforming digital signage into a measurable, customer-driven growth channel. And we'll show you how adding interactivity through solutions like Lift & Learn can make the experience even more powerful.



# INTRODUCTION



Step one

# REFRAME WHAT SIGNAGE CAN BE

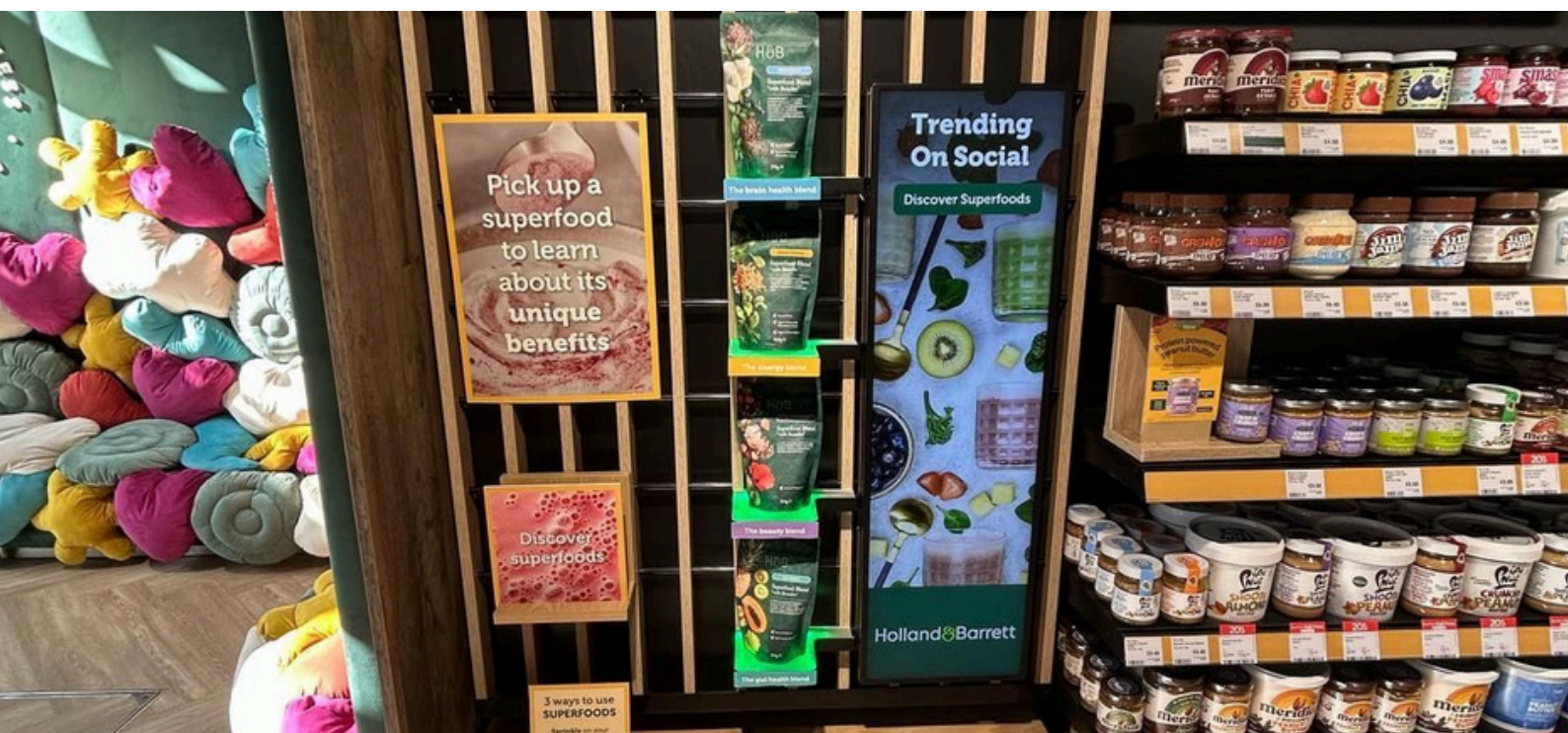
Digital signage is no longer just a screen on a wall looping the latest product images. Today, it's a responsive, data-driven tool that helps you:

- ✓ Influence decision-making at the shelf
- ✓ Seamlessly connect digital journeys to physical stores
- ✓ Reinforce your brand values and campaigns
- ✓ Reflect real-time events like weather, inventory, or demand
- ✓ Encourage impulse buys

*But this isn't just about displaying, it's about interacting.*

Take Lift & Learn technology. Instead of passively showing promotions, it turns displays into an engaging touchpoint. A customer picks up a product, and nearby screens instantly respond with content tailored to that item — specs, comparisons, usage tips, or even related accessories.

This blend of visual impact and customer interaction creates a more immersive, informative shopping experience.





## Step two

### TREAT YOUR SCREENS LIKE A SALES CHANNEL

*You wouldn't let a sales assistant stand silently by the door, so why treat your signage that way?*

Effective in-store screens do more than broadcast. They sell. That means planning content to mirror your wider commercial strategy, whether that's driving footfall to new lines, reinforcing limited-time offers, or supporting cross-sell opportunities.

And when customers can interact with the display, either via touchscreen, QR code, or by simply picking up a product, the opportunity to influence grows exponentially. With Lift & Learn, that physical interaction becomes the trigger for digital content, making every moment more relevant.

A display showing a beauty product might instantly switch to show reviews, tutorials or bundle deals when the customer lifts it. It's contextual, helpful, and persuasive, and it doesn't rely on staff availability.

# INTERACT



Step three

# THINK LIKE A CONTENT MARKETER

Just like any sales or marketing channel, content matters. And not just the visuals, but the context, timing, and targeting.

You'll need a mix of content that's:

- ✓ Campaign-driven: promoting key messages aligned with your brand calendar
- ✓ Localised: tailored to the demographics of individual store locations
- ✓ Connected: reinforcing your online, app, or email messaging
- ✓ Context-aware: changing by time of day, events, or footfall

And with interactive solutions like Lift & Learn, content strategy goes one step further. Now, you're crafting experiences, not just messages. You're deciding what plays when a product is lifted, how the display responds, and what journey you want the customer to take next.

Do they see reviews? Product comparisons? A loyalty code or offer? You decide, and you can test and refine continuously.



## Step four

### CONNECT THE JOURNEY

Today's shopper rarely enters your store cold. They've browsed online, seen ads, read reviews. Your job in-store is to continue that journey seamlessly.

Digital signage can:

- ➔ Reinforce product discovery from earlier online visits
- ➔ Support click-and-collect instructions or way-finding
- ➔ Showcase customer-generated content for social proof
- ➔ Encourage further action via QR codes, app incentives or loyalty programmes

Interactive screens take this to the next level. With Lift & Learn, you don't just continue the journey, you enhance it. The moment a shopper picks up a product, you can surface content they may not have found online. This deepens their understanding and builds confidence, right at the point of decision.



The interactive elements can also provide real-time insights into product engagement, helping you understand what customers are drawn to, what they interact with, and where their interest lies, even if they don't purchase on the spot. These insights not only inform your signage strategy but also shape wider decisions across merchandising, marketing and product placement, turning every interaction into a smarter opportunity.

# CONNECT





*Step five*

# BE AGILE, BE SCALABLE

Retail moves fast. Promotions shift weekly, weather changes daily, stock can fluctuate hourly. Your signage needs to keep up.

Cloud-based signage platforms give you the flexibility to update content instantly, across multiple locations, regions, or formats. Campaigns can be scheduled, adapted, and localised from a central dashboard, giving you full control without the lag time or cost of printed materials.

Interactive elements also scale easily. They don't require huge infrastructure changes, and with cloud control, you can push new content to specific product interactions just as quickly. Whether it's a product launch, seasonal push, or brand partnership, you can stay agile, consistent, and relevant across your estate.



## Step six

### TRACK, TEST, IMPROVE

You wouldn't run a digital campaign without metrics, and your in-store signage should be no different.

#### Start by measuring:

- Revenue from brand partnerships or retail media
- Engagement levels (dwell time, interaction triggers)
- Sales uplift in digitally supported areas
- Footfall near signage zones
- Cost savings on print and logistics

With interactive signage, the data is even richer. Want to know which products get the most pickups? Which screens get the most engagement? Which content leads to conversion? It's all trackable, and actionable.

By combining these insights with A/B testing, you can continually refine both your messaging and your content strategy, just like you would with any performance marketing campaign.

# ANALYSE





## Conclusion

# YOUR STORE IS SPEAKING WHAT'S IT SAYING?

The most effective in-store experiences today are those that don't just show, but connect. Digital signage is no longer a "nice to have", it's a core part of how your store communicates, persuades, and performs.

And when that signage becomes interactive, when customers can touch, lift, and experience your products through tech-enabled journeys, the power multiplies.

At Trust, we help leading retailers transform their signage from static screens to responsive sales tools. With strategy, infrastructure, and innovative solutions like Lift & Learn, we make sure your silent salesperson speaks volumes.

Ready to see what your signage could really do?

Book an in-store consultation today.

Speak to a member of the team below.

**CONTACT US**

