4 Tips for Outdoor Digital Advertising by Harry Tan

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Touch screens, Near Field Communication (NFC), Augmented Reality, WiFi, motion-sensors, and facial recognition â€“ just a few things that the development of technology has provided us. Humans, since the beginning, have been constantly developing tools and technologies in order to make our lives easier. And to think it all started with our capability to make a simple hand-axe tool made of stone. According to one study, by the year 2015, more people will access the Internet by phone than from a desktop. By this holiday season, smart phone penetration will be at 50% and a year from now, itâ€™s going to be 90 percent. Soon, all weâ€™ll need is our phone to pay our bills, start our car, go shopping, and even verify our identity. Technology is quickly shaping human behavior and this is not ignored by brand advertisers and marketers. When the consumerâ€™s behavior patterns change rapidly, it means that there is a massive media opportunity available. So it only makes sense for marketers and Out of Home Media Owners to take advantage of the new digital media tools available for advertising. So for those interested in outdoor digital advertising, here are a few rules to live by.

1. Understand the networks

It is best for advertisers and marketers to enlist the help of Advertising Agencies for their Outdoor Digital Advertising needs especially when it comes to looking for the perfect outdoor digital media. Agencies would have the knowledge and the connections to help you find and choose the digital media that will suit your campaign. Their connections and relationships with media owners would also be an advantage since they can offer discounts and promos to lessen the cost of buying digital media.

2. Learn the language

Advertisers would need to measure multiple factors, such as how many people are passing by, whoâ€™s looking at the site, the geographical location, the way the panels are set up, individual reaction and so on in order to calculate accurately their ROI. It is important for advertisers and their Advertising Agency to understand the metrics of this new media in order to make sure that their advertising efforts will be worth it.

3. Create value-driven content

Marketers need to respect the consumerâ€™s environment and add value to their day. There are two ways to make use of outdoor digital advertising. The Outdoor Digital Media can deliver relevant content such as news, sports and weather along with ambient advertising. Or the advertisement themselves can become the content. But either way, the goal of advertising remains the same: to give the consumer something compelling.

4. Integrate across all media

As with any new medium or technology, integrating outdoor digital advertising into broader marketing campaign is a must because it will provide better results and prove to be an Effective Advertising. The goal is to create an interactive experience that takes advantage of the link between other media and outdoor digital advertising by making use of new technologies.

With dozens of marketers and advertisers competing and fighting for the consumersâ€™ attention, it is definitely helpful to not only create unique advertisements but to also choose the right platforms and

mediums for advertising.

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SMRT Media is one of the leading a Advertising Companies based in Singapore that offers Effective a Advertising Campaigns such as a Taxi Advertising.

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