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Digital Billboard Advertising as a great tool for advertising by [Harry Tan](#)

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Right now, a revolution is taking place. Technology has become an essential part in our lives whether it is personal, social or business. Our environment is slowly being incorporated with technology and soon it will be like we are living in one of those sci-fi movies. And it has now affected the way we advertise. Digital billboard advertising is a marketing tool that is an engaging and powerful way to communicate with employees and/or customers. Anything that conveys a desired message to a specific group of people in a digital format can be called a digital signage. In China and in New York, digital billboards are emerging as the marketing technology of the future.

Digital Billboard Advertising can be seen in many places and used for many different things. From outdoor venues like sports arenas, to small displays in waiting rooms, digital signage can be placed nearly anywhere. Digital billboards are used to advertise products or businesses and can be directly planned for a specific market.

Digital billboard advertising can show static images, video and graphics, with or without audio. They can display images horizontally or vertically, and can segment the screen into smaller pieces to display multiple images or videos on one screen. It can even be used to measure traffic flow patterns, becoming part of security and surveillance. There is even technology available that can determine the age and gender of the person at the display and instantly deliver an appropriate marketing message.

The first thing that this incredible medium of outdoor advertising can do within an establishment is to attract customers to certain displays or products, therefore increasing their sales. It serves as a consistent, knowledgeable salesperson. The message can even be changed from any computer, anywhere in the world, without printing, shipping, and labor costs. Digital billboard advertising can also boost the ambience of an establishment. All of these things can market products by communicating their use and effectiveness to a specific population.

The cost effective nature of digital billboard advertising will allow more businesses to communicate digitally. Companies used to publish newsletters to inform employees of policies and events but now they can simply display them like rotating slides on screens throughout the workplace. Retail establishments will be able to draw customers into the store and encourage them to remain in the store for a longer period of time, thus increasing their spending. In short, digital billboard advertising can recreate Advertising and Marketing as we know it by consistently grabbing the attention of the consumers.

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A Singapore-Based Company, SMRTMedia offers expertise in Outdoor [Advertising and Marketing](#) which has made them the [Best Advertising Agency](#) that offers a [Subway Advertising](#) and a [Digital Bus Advertising](#) for an [Effective Advertising](#) campaigns.

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