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Smart Ways to Attract More Customers Using Digital Signage & Automation

Simple strategies to strengthen customer communication, business organization and marketing readiness before launching your next marketing campaign.

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Hello, I'm Angella, the founder of GlowTech Digital Solutions.

Thank you for downloading this guide. I created GlowTech Digital Solutions to help small business owners, creatives, and professionals build stronger visibility while managing the many responsibilities that come with running a business or service.

Many businesses want to grow and attract more customers, but they often don't have the time or infrastructure to research, implement, and manage the technology that supports that growth.

My goal is to help businesses save time and build stronger systems using technology that is practical, approachable, and effective.



Angella Bannister
Founder, GlowTech Digital Solutions

How to Use This Guide

This guide shares five simple ways businesses can use digital signage and automation to attract customers, improve communication, and simplify operations.

Along the way, you'll also discover the foundational steps businesses should take before implementing these tools.

Each section includes:

- *A quote to inspire strategic thinking*
- *A key idea explaining the concept*
- *An action step to help you start implementing the strategy*

As you read through each step, the teacher in me is encouraging you to pause and actually complete the action steps by writing down your answers. My hope is that you will read through the ideas and apply them, or at least make the attempt, because that's how real growth begins.

As the saying goes, "A journey of a thousand steps begins with one," use these ideas as *your* first step toward building stronger visibility and communication in your business.

And don't worry about perfection. *Your answers don't need to be long, polished, or even completely clear right away.* This process is about brainstorming and thinking through your ideas. Give yourself permission to simply write things down and see where your thoughts take you.

If you discover that you would like help implementing these ideas, GlowTech Digital Solutions can help bring these strategies to life. If you choose to work through them on your own, I hope you feel inspired to try something new to support your business growth.

Warm regards,

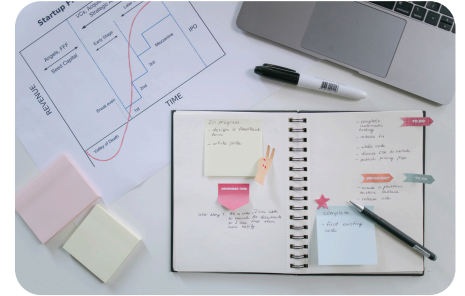
Angella Bannister

Founder, GlowTech Digital Solutions

5 Smart Ways to Attract More Customers Using Digital Signage & Automation

#1 - Create a Written Plan

“If you fail to plan, you are planning to fail.”
— Benjamin Franklin, *Inventor & Founding Father*



Running a business can be exciting. It's easy to imagine the success you want to create and the people you hope to serve. Many business owners jump straight into buying tools or promoting services because the plan feels clear in their mind. However, writing out your plan makes all the difference. When your ideas are written down, they become clearer and you're more likely to stay focused and accountable to the vision you want to build.

If you want to attract more customers, start by creating a clear outline of how you plan to reach them. Before installing digital screens or setting up automation tools, take time to decide what message you want your customers to notice.

A written plan helps you:

1. Stay Focused

Life is busy and many things compete for our attention. Writing your plan down gives you something you can always return to.

2. Make Adjustments

No plan goes exactly as expected. Writing things out helps you adapt and respond when new opportunities or challenges appear.



Take Action

Start simple. Use the Notes app on your phone or a notebook and outline your ideas.

Ask yourself:

- Who is my target audience and what message do I want them to see?
- What promotion or service am I highlighting and what action will the customer take?
- Am I prepared for this level of growth?

You don't have to have everything figured out today. Start with one clear message and take the first step. When you give yourself space to think, create, and stay open, new ideas naturally begin to flow.

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#2 - Create Clear Messaging

“The single biggest problem in communication is the illusion that it has taken place.”

— George Bernard Shaw, *Playwright & Critic*



Every day, people are exposed to thousands of messages. From social media, TV ads, emails, news alerts, and notifications, this constant flow of information can cause nervous system overload, and many people simply tune out. For businesses, this means your message must be clear and to the point.

With clear messaging, your audience should recognize what you offer and why it matters, in seconds. When communication is simple and easy to understand, people are far more likely to remember it.

Effective messaging often includes:

- Strong visuals with simple wording and readable fonts
- Short messages with movement or video

People respond to messages in different ways. Using both visuals and words increases the chances your message is noticed and understood.



Take Action

Design a simple visual promotion. You can sketch a design or use free tools like Canva, which has templates you can choose from.

When designing your message, consider:

- One main headline: What is the main message and how will it be displayed?
- Supporting details: What is the price, or benefit of my offer?
- Visual elements: What fonts, images, symbols or colors represent the feeling of my message?

Example:

SPRING HAIR REFRESH
20% OFF COLOR SERVICES
This Month Only

Keep your message short and easy to understand at a glance. It can become the foundation for your digital signage, social media and all marketing materials.

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#3 - Create Consistent Visibility

“Success doesn’t come from what you do occasionally.
It comes from what you do consistently.”
— Marie Forleo, *Author & Business Coach*



To be successful in any area of life or business, discipline and consistency are essential. When attracting customers, it’s important to remain consistently present in the marketplace, whether online or in physical spaces. Customers build trust with businesses they see regularly, and effective marketing helps keep your brand top of mind.

Traditional marketing methods such as print ads still have their place, but they are often seen once and quickly forgotten. Social media can be effective when businesses post consistently, but maintaining that level of activity can be challenging. This is where digital signage offers a unique advantage.

Digital signage not only keeps your business visible, it also influences what customers choose to purchase. When people see appealing images of food, drinks, products, or special promotions displayed on a screen, it naturally draws their attention and sparks interest. A well-designed display can help guide customers toward specific buying decisions. In this way, digital signage not only reinforces your brand but also encourages customers to engage with the products and services you want to promote.

Effective visibility strategies include:

- Repeating key promotions regularly
- Using high-quality visuals that capture attention
- Placing screens where customers naturally look or make decisions
- Updating content periodically to keep displays fresh and engaging



Take Action

Identify where a digital screen would capture attention in your space.

Ask yourself:

- Will this promotion be displayed indoors or outdoors?
- What screen size would best fit my space (tabletop, wall-mounted, or large display)?
- What equipment or software will I need to display and manage my content?
- Do I have the technical skills to manage digital signage, or should I work with a professional provider?

Digital signage is rapidly becoming a standard part of modern marketing. Many businesses are adopting this technology to stay competitive. As customers increasingly respond to dynamic, visual messaging on digital displays is a powerful way to attract and retain customers.

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#4 - Create a Customer Database



“The purpose of a business is to create and keep a customer.”

— Peter Drucker, *Author & Management Consultant*



It's one thing to attract customers through effective marketing, but it's a smarter thing to earn their trust and turn them into loyal customers after the point of sale. Long-term customer relationships should always be the goal.

A customer database allows you to keep track of the people who have already chosen your business. Instead of starting from scratch every time you want to promote something new, you can stay connected with customers who already know and trust your brand. This makes your marketing more effective and helps build long-term relationships.

Many businesses use a tool called a CRM (Customer Relationship Management system) to organize and manage this information. A CRM simply stores customer details in one place so you can communicate with them more easily.

Benefits of maintaining a customer database include:

- Staying connected with customers after the point of sale
- Sending updates, reminders, and special promotions
- Encouraging repeat business and long-term loyalty
- Understanding customer preferences and buying habits



Take Action

Create a simple database using free tools such as Google Forms to collect customer information or organize contacts using Excel or Google Sheets.

Ask yourself:

- What customer information should I collect (name, phone number, email)?
- Where will this information be stored (spreadsheet, POS System, CRM)?
- Who will be responsible for managing and updating this database?
- How will I use this information to stay connect with my customers?

Building a customer database allows you to stay connected with the people who already support your business. Once this system is in place, automation tools can help you communicate with customers consistently without requiring extra time or effort.

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#5 - Create Time with Automation

“Automation applied to an efficient operation will magnify the efficiency.”

— Bill Gates, *Co-Founder of Microsoft*



Another smart way to attract and retain customers is to keep them engaged from day one. Automation tools make this process easier by helping businesses stay connected with their customers without needing to manually follow up every time. That means fewer repetitive tasks during the day and more time to focus on business growth.

Automation allows business owners to set up simple systems that automatically send messages, reminders, and updates. These tools handle routine communication so you can focus more on serving customers.

One of the biggest benefits of automation is that once it's set up, it continues working in the background. You only need to revisit it when you want to update your messaging.

Today's modern automation tools can include AI-powered assistants, automated text messaging, chatbots on websites, and workflow automations that respond to customer actions.

For example, some automation tools can:

- Send a welcome message when a new customer joins your list
- Automatically request a customer review
- Reply automatically if you miss a phone call or text message
- Send appointment reminders before a scheduled service
- Follow up with customers after a visit or purchase
- Respond to common questions through website chatbots
- Schedule social media posts or promotional messages



Take Action

Write down one repetitive task in your business that could save you time if automated.

Ask yourself:

- What message should I immediately send to customers after they visit or make a purchase?
- What reminders would help my customers stay engaged with my business?
- Would short updates, promotions, or helpful tips work best for my audience?
- What tools could help automate these communications? (Examples: email marketing tools, AI assistants, chatbots, or CRM systems.)

When digital signage, customer databases, and automation work together, business owners create systems that give back valuable time.

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#6 - Your Action Plan Recap

“An investment in knowledge pays the best interest.”
— Benjamin Franklin, *Inventor & Founding Father*



 **Congratulations! You've reached the end of this guide.**

Let's take one final look at the five smart ways you can attract more customers using digital signage and automation, and the steps in between that help everything work together.

Here's what you learned:

#1 Create a Written Plan

Before implementation, write an outline of your marketing plan and goals.

#2 Create Clear Messaging

Make it easy for customers to know what to do next.

#3 Create Consistent Visibility

Place promotions where customers naturally look so your message works all day.

#4 Create a Customer Database

Collect and organize customer information so you can stay connected.

#5 Create Time with Automation

Use simple systems that automatically follow up with customers and save valuable time.



Take Action

Write down one small step you can implement this week to improve your marketing strategy.

You might consider:

- Creating a simple promotion or announcement for your business
- Writing down the key message you want customers to see every day
- Starting a basic customer contact list using a Google Form or spreadsheet
- Setting up one simple automation, such as a welcome email or text message
- Identifying one repetitive task in your business that could be automated

When these five steps work together, they create a simple system that helps your business stay visible, organized, and connected to customers.

Remember: Small improvements made consistently can create powerful results over time.

thank you

Thank you for taking the time to read this guide. I hope it gives you a helpful starting point as you think about strengthening your marketing efforts with digital signage and automation.

If you completed the action steps, you should now have the beginnings of a clear marketing plan, and I'd love to learn more about what you've discovered.

I would be honored if you would share your results with us:

- Text the word **GUIDE** to (814-632-2444) and send us a screenshot
- Tag @glowtechdigitalsolutions on Instagram
- Reach out if you'd like help turning your ideas into a working system

And one more thing...

You don't have to build your business systems alone.

**Scan the QR code to request a free 15-minute strategy call,
GlowTech is here to help!**



“This may be the age of automation,
but love is still being made by hand.”

— *Evan Esar, Author, Humorist*



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