

DAKTRONICS
BEST PRACTICES
DIGITAL CAMPAIGN GUIDE



DEVELOPING DIGITAL CAMPAIGNS

We developed our content creation guide to help you build an advertising campaign for your Daktronics LED display. We'll focus on your goals, planning and content creation to develop a long-term campaign and advertising strategy.

These tips are for all advertising cycles – monthly, quarterly and annually.

STEP 1

Define your goal as a business. Think general for this step; it is crucial regardless if you are planning for a day, month, quarter or year.

SAMPLE GOALS:



Generating more transactions per day



Acquiring larger transactions



Attracting a new demographic



Retaining local patrons

Once you determine your general goals, consider the following questions to create more specific ones. Defining your goals further will provide a clearer understanding of the type of messaging you need for your advertisements.

- › What is your target transaction size, in dollars?
- › What information does a new demographic need?
- › How do you keep local patrons or win new business with products or services?

*TIP: Write your goals down. You become 42% more likely to achieve your goals and dreams, simply by writing them down on a regular basis.¹

¹Matthews, Gail. "STUDY FOCUSES ON STRATEGIES FOR ACHIEVING GOALS, RESOLUTIONS." *Dominican University of California*, www.dominican.edu/dominicannews/study-highlights-strategies-for-achieving-goals.



CATEGORIES

STEP 2

With your goals in hand, determine possible message categories and what you'd like to include in each. The categories worksheet on the following page highlights some potential categories. See our Midtown Gardens example below.

Identify as many ideas as possible under each category. This will help you identify ideas to achieve the goals you chose in Step 1.

EXAMPLE CATEGORIES: MIDTOWN GARDENS

BRANDING

- › Midtown Garden logo
- › Summer hours
- › Autumn and winter hours
- › Now hiring
- › Social media



PRODUCTS

- › Gift Shop
- › Memberships

SERVICES

- › Tours
- › Host events
- › Conference center
- › Wedding ceremonies & receptions
- › Catering

CALLS TO ACTION

- › Friends of Midtown
- › Volunteer opportunities

SEASONAL

- › FrostFest: winter wellness for families
- › Haunted Trail
- › Annual garden party



TIME SENSITIVE

- › Yoga in the Garden
- › Summer hours
- › Autumn and winter hours



COMMUNITY

- › Friends of Midtown
- › Special sales and promotions
- › Workshops
- › Annual garden party
- › Featured garden of the week
- › Yoga in the Garden

*TIP: Some ideas may fit into more than one category.

CATEGORIES WORKSHEET

BRANDING

- _____
- _____
- _____

PRODUCTS

- _____
- _____
- _____

SERVICES

- _____
- _____
- _____

SEASONAL

- _____
- _____
- _____

TIME SENSITIVE

- _____
- _____
- _____

COMMUNITY

- _____
- _____
- _____

CALLS TO ACTION

- _____
- _____
- _____

PLANNING

STEP 3

You might want to create your advertising plan by month or quarter. However you decide to do it, begin with a full year's calendar view. Plug in major holidays and events relevant to your business.

Determine what kind of content you want to use based on your goals and categories you identified in Steps 1-2. If you have a service that is best administered in the fall or spring, make a note on the calendar. Plan out 7-10 pieces of content for each week or month.

For example, the month of October might have:

- › a seasonal holiday like Halloween (see our premade template)
- › a couple of services you offer during this time of year
- › a time sensitive piece, such as seasonal hours
- › a few products (impulse gift items, high margin, etc.)
- › a few branding pieces like social media icons and your logo

Don't forget to create a call to action such as, "Stop in" or "Ask about." Once you become comfortable with the technology, you can create playlists that are dayparted (morning, afternoon, evening) or by week and weekend. Venus® Control Suite enables you to do one or all of the above.



CREATING CONTENT

STEP 4

BUILDING A BETTER MESSAGE WITH CONTENT

Now that you know what you are going to promote, it's time to create great ads that drive sales. Using our media kit building blocks, which include backgrounds and graphics elements, start creating your individual messages following your plan.

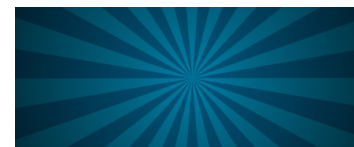
*TIP: For more details on creating effective content, such as how to choose colors and fonts for LED displays, reference the Daktronics Best Practices for LED Display Content guide.

KEEP THINGS SIMPLE

Less is more when creating messages. Dynamic ads contain just two or three elements, such as an image and text. You'll reach a wider audience with graphics and numbers, rather than using a lot of text. Using imagery helps convey a message faster and improves memory recall.

TWO ELEMENTS

1. BACKGROUND



2. TEXT



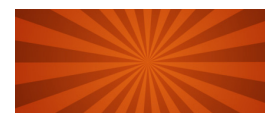
FINAL



Display Size: Galaxy® GS6, 15.85 MM

THREE ELEMENTS

1. BACKGROUND



2. TEXT



3. GRAPHIC ELEMENT



FINAL



Display Size: Galaxy® GS6, 15.85 MM

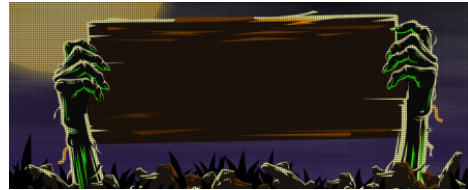
*TIP: See our video at Daktronics.com/Content for more ideas on using the graphic elements with your Galaxy GS6 or DVX display.

CREATING CONTENT

STEP 4

USING A TEMPLATE

Templates are a great way to build excitement for an event over a period of time. See our example using the Halloween template.



DO THIS:

- › Simple, clear layouts
- › Use contrasting colors
- › Bold text



NOT THIS:

- › Too complex
- › Poor color contrast
- › Too much text



CREATING CONTENT

STEP 5

TRANSFORM TRADITIONAL TO DIGITAL

Digital advertising is created differently than traditional print magazine and newspaper advertising. Print advertising has one chance to convey all necessary information to customers, whereas digital advertising can show several messages in a series of rotations. LED displays enable you to create concise messages focused on a specific idea, service, product or event.

*TIP: Your customers are in motion. They only have a few seconds per message.

IDENTIFY INDIVIDUAL IDEAS

Using your current print ads, take the information and break them into separate ads for each idea. Ads with smaller amounts of text and images are easier to see and comprehend on LED displays.



CREATE LED CONTENT

With your information points, create a set of eye-catching digital ads like the set below, then take a step back and review.



- › Is your message clear or do you need to trim text?
- › Are the colors contrasting enough?

The Venus Control Suite uploader enables users to submit multiple files at once and associate content using tags or accounts. Tag your files by category, month and goal. Finding them will be easy when you create your playlist.

CREATING CONTENT

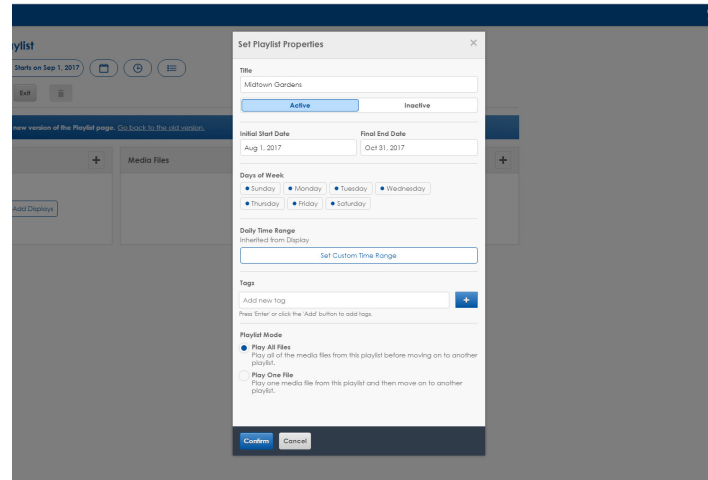
STEP 6

Now that you've created your content, it's time to schedule it.

CREATE YOUR PLAYLIST(S).

Be sure to give your playlist a fitting title.

Select which days of the week you want your message to play based on the calendar you developed in step 3. Each blue dot represents a day. If you want to skip a day, click the blue dot.



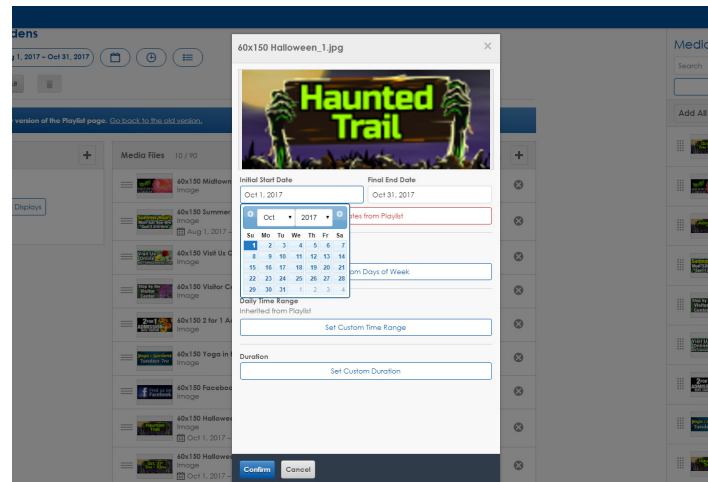
CUSTOMIZE THE PLAYLIST.

Once you have added everything you want (60 file limit), click Save.

Apply different dates, times and image durations for each piece of content.

Publish your playlists with the appropriate start and stop dates for effortless display management.

For more help on how to create and schedule content with Venus Control Suite software, access our online learning center at daktronics.com/venuslearning.



PUBLISHING CONTENT

THERE YOU HAVE IT!

Send yourself a recurring appointment for monthly or quarterly planning, as well as a separate appointment for content creation. By building your library a little at a time over a year, you can build a library of content that can be used again and again.

By focusing on your goals, mapping out a skeletal plan and then regularly working on your messages and playlists, your Daktronics LED display will serve as a crucial advertising tool in achieving your goals.

ADDITIONAL RESOURCES

SUPPLEMENT YOUR MEDIA KIT AT DAKTRONICS.COM/CONTENT.

Looking for a way to add to the media kit? Check out our ecommerce site. Most packages, backgrounds and graphic elements are free! Each package contains several pieces of appealing, motivating content created by top-notch motion graphics artists. With the recent addition of the media kit building blocks, we have more than 430 backgrounds and 225 graphic elements ready to use. The possibilities for exclusive content are endless.

430+
BACKGROUNDS

225+
GRAPHIC ELEMENTS

STAY UP TO DATE WITH THE LATEST FEATURES

Receive the most up-to-date tips and tricks from our Venus® Control Suite trainers on our blog. Visit the Venus Control Suite training section at blog.daktronics.com, and sign up to receive email updates.

DAKTRONICS.COM/CONTENT

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