



ScreenCloud

EBOOK

---

# Digital Signage for Restaurants, Bars & Cafés

The entire guide to setting up a solid digital signage strategy to increase sales and communicate more effectively in your restaurant, café or bar.

---

[screen.cloud](https://screen.cloud)

# Contents

Introduction	03
<b>Chapter one:</b> Is digital signage right for my restaurant or bar?	04
<b>Chapter two:</b> Ways to use digital signage in bars, restaurants and cafés	09
<b>Chapter three:</b> The practical bit: how to set up digital signage easily	13
<b>Chapter four:</b> Using apps to make digital signage content creation easy	18
<b>Chapter five:</b> How to set up a digital menu board	24
<b>Chapter six:</b> How to create a multi-branch screen strategy	35

# Introduction

**It's rare to enter a restaurant, café or bar these days and not see a digital sign somewhere.**

Why?

Because the people in charge of hospitality are often way ahead of the curve. They know that we live in a digital world. Where social interactions need to happen both face-to-face and online, often simultaneously.

Where a dessert is only as good as its Instagram picture.

Or where a coffee is served best across the latest headlines, travel updates and stock options.

Enter digital signage.

The art of sharing content through screens in restaurants, bars and cafés is not new. But how we do it? That part has been bought right up to date.

No longer do screens need to sit playing the same mindless content. Not when changing an image or dropping in a new video is as easy as sending a Facebook update. Now, digital signage content can be targeted, served in real time and created so that it changes in line with time of day, or even season.

In this guide we'll teach you everything you need to know about using digital signage to attract, entice and reward customers within your restaurant, café or bar.

Through six key chapters you'll learn:

- If your store needs digital signage
- Uses for digital signage and why it benefits customers
- How to set up digital signage on any screen, using free templates and editing tools
- Using apps to make social media, video and image content easily
- How to set up a digital menu board
- How to roll out a multi-branch strategy

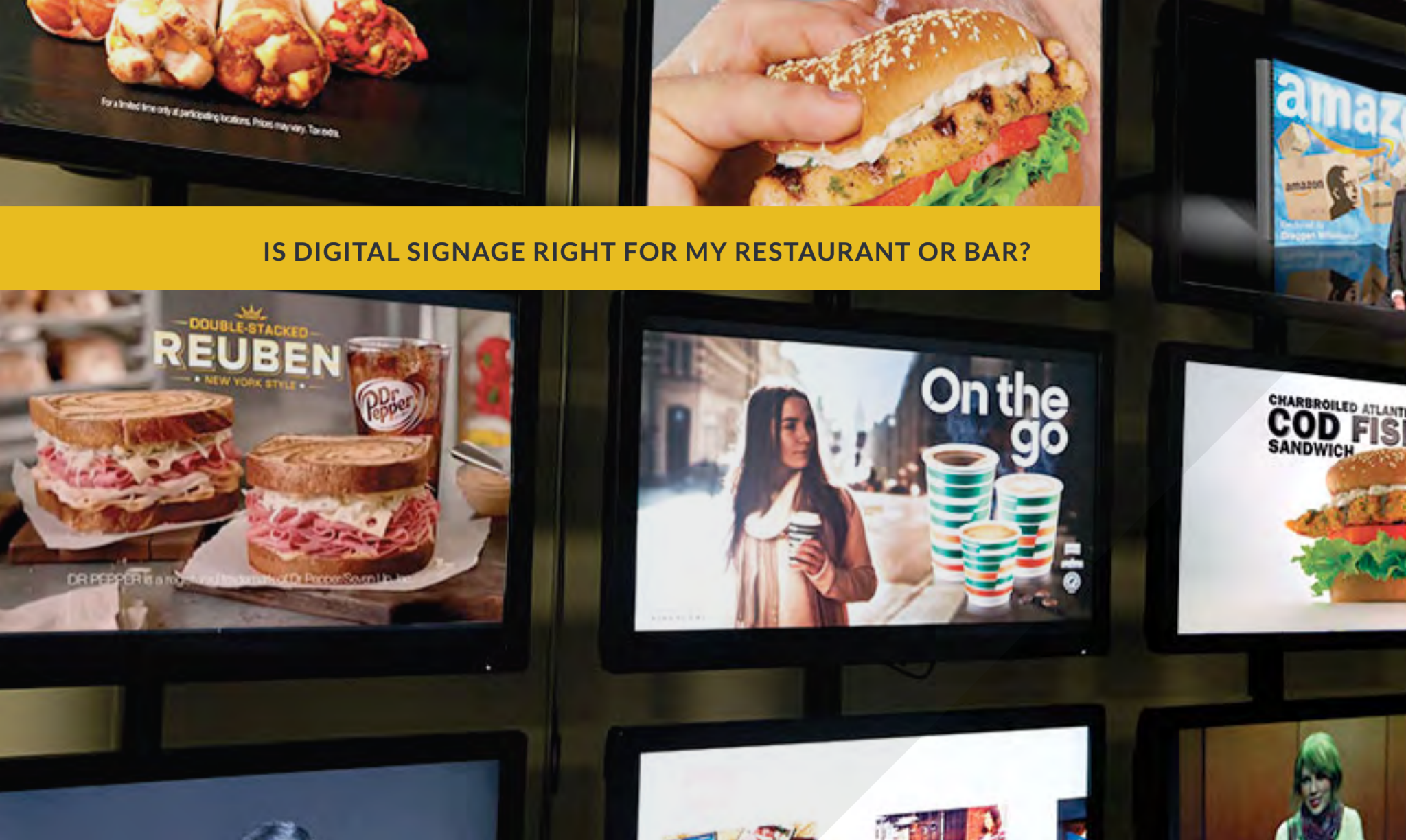
We love seeing restaurants, cafés and bars become leaders in digital screens, to create the type of environment their customers want to spend more time in.

For further tips and advice reach out team at [hello@screen.cloud](mailto:hello@screen.cloud) or on Twitter [@screencloud](https://twitter.com/screencloud).



ONE

Is digital signage  
right for my  
restaurant or bar?



## IS DIGITAL SIGNAGE RIGHT FOR MY RESTAURANT OR BAR?

**It can often feel like every other day we get someone trying to sell us in something new. A must-have app, or email system, or display unit. Often, the answer why you need it can be generic or vague.**

If you are looking to install digital signage, we want you to be 100% that it's the right solution for you. Or maybe you need a concrete review process that will help you sell in the big idea to your boss.

For some, digital signage is an alien term. Many aren't sure what it means or what it does. So here are a few commonly asked questions and answers to discover if digital signage is right for your restaurant, bar or café.

### Do you already have a screen?

Digital signage is when you put content (videos, images, Twitter feeds) up onto a TV screen. There's really no need to make it any more complex than that. Anyone with a TV screen, big or small, smart or otherwise, can get started. That's the beauty of cloud-based digital signage - you don't need fancy or expensive devices to make things happen.



## Do you have content you want to share?

Digital signage really is what you make it. After all, the kit's the kit. Anyone can put a TV screen up on the wall, download ScreenCloud and say job done. But for it to work, you need to have some good content to show on it.

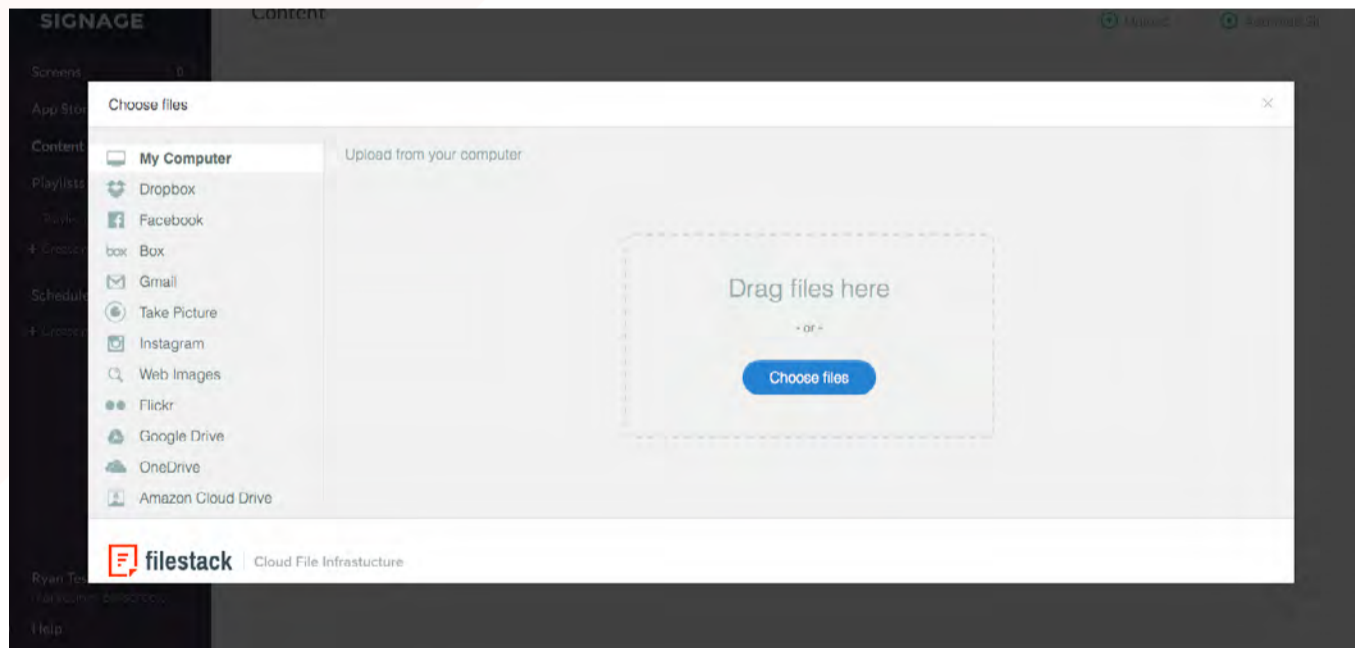
Luckily, this is also completely obtainable.

Any media you already own - images, videos, menus, showreels, presentations and so on, can be added to ScreenCloud using our file uploader.

This is the same process for one restaurant or 100. If you upload an image gallery you can easily set it to show in just one restaurant, or in 10. You can also set it to only play on specific screens within the same restaurant, or to only play for certain amounts of time. This makes it really, really easy to make use of the content you already want to share.

Then stage two: creating new content.

Most restaurants using digital signage are able to give management of their screens to the owner or the General Manager. That's because the ScreenCloud App Store does all of the heavy lifting for you. You don't have to be a whizz in design or a marketing genius to create really spellbinding content. You can simply choose an app like Digital Menu Board to do the hard work for you.



Voilà! Truly great digital menu boards, customized to the design you choose and with the latest menu items.

You can also pull in Instagram feeds, restaurant blogposts, news feeds, dashboards, competition entries and more, all of which, may just make your patrons linger for dessert.



## Do you know your customers?

Here's a secret: the most effective digital signage displays are the ones where it's obvious the owner truly knows who's dining there. If you know your customers, you already have entry to the most enjoyed digital signage campaigns out there. That's because you can tailor your content to exactly what your audience wants to see at any one time.

Perhaps you want to schedule news feeds in the morning, so commuters can grab the headlines over breakfast, then more relaxed viewing for mid-morning dwellers. Our awesome customer Mamuška! is an example of this done really well.

### Mamuška!

Polish Kitchen and Bar

<b>Audience</b> <ul style="list-style-type: none"><li>• Poles living in London</li><li>• Polish tour groups</li><li>• Budget, trendy end of mass market</li></ul>	<b>Profitable Peaks</b> <ul style="list-style-type: none"><li>• Breakfast Fresh juice, second coffee to go</li><li>• Lunch Dessert or main menu instead of lunch offer</li><li>• Dinner Vodka after meal, dessert</li><li>• Drinks Bottle of vodka in ice bucket vs shots</li></ul>
<b>Typical Day</b> <ul style="list-style-type: none"><li>• Breakfast &amp; Lunch Builders, local office workers, students</li><li>• Dinner &amp; Late Drinks Local residents, destination diners, large groups / parties</li></ul>	<b>Objectives</b> <ul style="list-style-type: none"><li>• Repeat visits</li><li>• Delivery awareness</li><li>• <u>Upsell</u> dessert &amp; alcohol</li></ul>
<b>Weekend Differences</b> <ul style="list-style-type: none"><li>• Locals - hangover breakfasts &amp; lunch</li><li>• Polish families traditional lunch - <u>Obiad</u></li></ul>	

Mamuška! split their target audience into three groups and two different time slots. Breakfast diners (builders, local office workers) are shown different content to evening diners (local residents, destination diners). Those eating during the week are shown different advertisements to those eating at the weekend (sports, special drinks offers). When you know your audience, it's easy to tailor your digital signage content to fit.



## Do you want people to love coming to your restaurant?

Okay, this last one's rhetorical. Of course you do. But in all honesty, digital signage is a great way to make people love going to your restaurant. Digital screens provide a conversation point which will fuel family meals and spark first dates. It gives customers something shared to look at which isn't their smartphone and gets them involved with their experience.

What more could you want?







TWO

# Ways to use digital signage in bars, restaurants and cafés

## WAYS TO USE DIGITAL SIGNAGE IN BARS, RESTAURANTS AND CAFÉS



Perhaps you know you need a digital signage system in your restaurant or bar. But you're not quite sure why, or what to put on it. Or you get the practicalities (content + screen) but you don't know how to use it for the best, to really make your venue stand out and impress customers.

If you're stuck for ideas, here are seven ways you can use digital signage in your venue to make your company (and customers) shine.

### What waiting time?

Here are two interesting facts: Humans are attracted by shiny things like screens. Nobody likes to wait in long queues when they're hungry. Digital signage displays give customers something more interesting to look at than the head of the person in front of them. The more interesting, relevant and engaging your content, the more effectively this works. You can even use your screens to show waiting time, giving the customer back an element of control and reducing the (perceived) waiting time until they get their snack fix.



## Look at our amazing offers!

Just before your customer is about to purchase is the perfect time to let your special offers roll off the tongue. Use your digital signage displays to remind them of any incentives or deals they can get on specific products or sell them the benefit of going 'large' or so on with their order. Not only does this make them feel better about spending their money but it could give you a chance to upsell or promote new products that are available.

## Save face with digital menu boards

Picture the scene: a hungry customer has been queueing for hours, dreaming of those hot, gooey mozzarella sticks you do, you know the ones? They're almost itching to get their hands on them, already savouring the taste of that first moist, cheesy bite. They get to the front of the queue and guess what? You're sold out. Now imagine firstly, the disappointment and secondly the resulting pressure. How can the customer make a decision about what they want instead when there's a queue of impatient customers waiting behind them? It doesn't have to be this way! When you put content on your screens using ScreenCloud, it can be updated in seconds, from anywhere. This means your digital menu boards can be up-to-the minute, helping customers and staff to save face and make informed decisions.

## Be social

If there's one industry that's all over social media, it's the food industry. Use your digital signage and menu displays to bring out the foodie in your customers. Display social media feeds such as Instagram, Twitter and Facebook and encourage social sharing. Even in this digitally-saturated era, customers still get a buzz from seeing their images glorified on the big screen. Ask them to give you instant feedback for the chance of a free coffee or money-off coupon. Your customers will take more pictures of your products. The message will be amplified outside of the walls and to hungry people everywhere. Your job is done.

## People will point

As customers come to the end of their meal, you'll know from experience that the next step is to entice them into staying a little longer while they ponder over a cheesecake or another drink. Using visual images of little extras is a great way to get your customers set on what they're going to finish with. Chances are, once they see your revolving digital display of cakes and delicacies they won't be able to resist and will simply point in the direction of what they want and hope that you deliver it.



## Build community

Part of the lure of any café, bar or restaurant community is to entice people to put the phones away, chat and explore the power of human interaction for a few hours of the day. However, generations under the age of 30 have been born digital. This means that they are used to facilitating relationships, friendships, giving feedback and asking for advice online. As naturally as someone would have filled in a written feedback form 10 years ago. Using live social media displays gives them a way to do this and could even build community between your current patrons.

## Provide personality

The beauty of many of our favorite independent restaurants and cafés is that they radiate personality. This adds another flavor to the aura of dining out and gives people a reason to return. Use your signage displays to showcase this personality. Introduce your staff members and their favorite menu recommendations. Show off the afternoon where you went on an archeological dig for charity. Tell them random facts about the farmers you buy your meat from. Personality is what brings life to your menus and products. Screens are the vehicles on which to showcase it.

## Out of date content - never again

Up to date digital menu boards and signs allow you be more relevant with your content. This means tailoring the experience the customer receives depending on time of day, day of week, time of year and so on. This means no more flipping your static boards over from breakfast to lunch. Using our playlist function you can setup and schedule your content based on settings such as time of day or day of week. This could also benefit staff, allowing them to refresh on menu choices before the start of a shift or providing training notices and guidelines on the latest food regulation standards. (It also means no one gets in trouble for forgetting to change the displays, but you never did that anyway right?)





THREE

The practical bit:  
how to set up digital  
signage easily

---



## THE PRACTICAL BIT: HOW TO SET UP DIGITAL SIGNAGE EASILY

**This chapter will help you uncover what you need to make a basic digital signage display.**

**In short: here's a simple guide on how to put your content onto your TV screen or monitor using ScreenCloud.**

**An Android TV or any screen with a HDMI port**

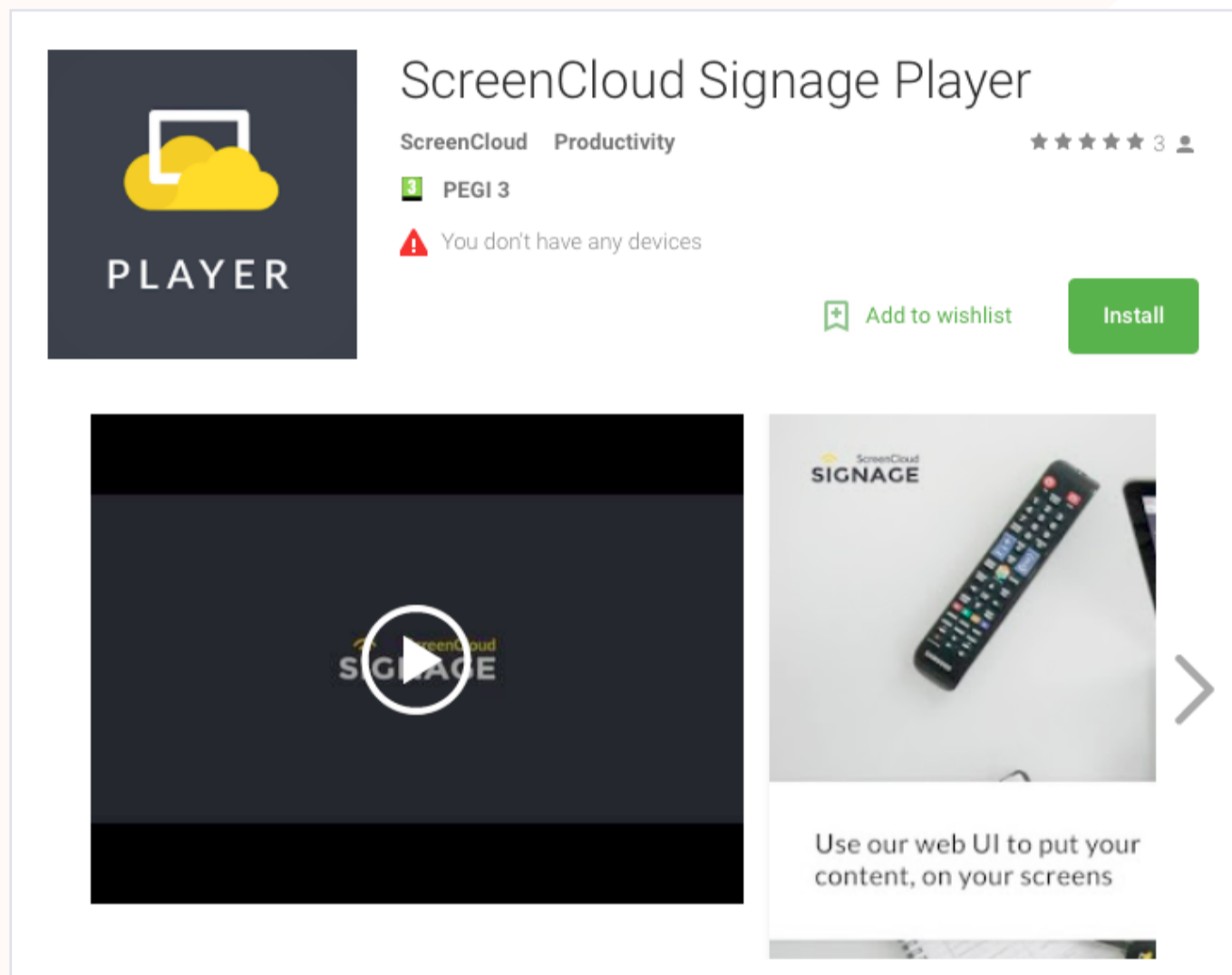
Here's a common misconception. That you need an expensive smart screen or heavy-weight installation to get content up onto a TV screen or monitor. Not the case!



To set up your digital signage screen you need one of two things:

## 1. An Android TV

If you have an Android TV all you need to do is navigate to the Google Play Store, search “ScreenCloud” and download our app which looks like the below.



## 2. A screen with a HDMI port

If you don't have a smart TV, all you need is a screen with a HDMI port (i.e. any screen).

A HDMI port means you can simply plug in a device like an Amazon Fire TV, a Google Chromebit, Chromecast or the Amazon Fire TV Stick (our personal favorite). This turns your 'dumb' screen into a smart, internet-enabled device.

Following which, you can head to one of the app stores below in order to search 'ScreenCloud' and download the app.

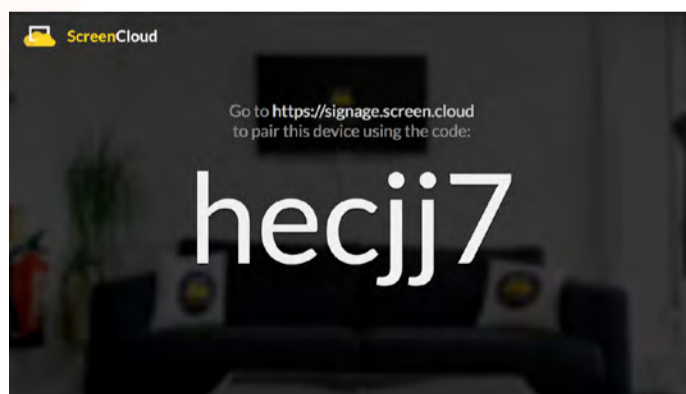
- [Google Play](#) - (from your Android TV or tablet)
- [Amazon App Store](#) (if you're using the Amazon Fire TV Stick or another Amazon product)
- [Chrome store](#) (from desktop, Chromebox or the Chromebit)
- [iOS app](#) (for iPads, Macbooks and iPhones)
- Google Chromecast (download the remote player for Chromecast on [Android](#) and [iOS](#))

## Pairing your screen with your laptop

Once you've downloaded the ScreenCloud app on screen, you need to get it to 'talk' to your laptop or PC, so that you can add beautiful content from wherever you are. This is a simple, two-step process:

Launch the ScreenCloud app

On your TV screen, launch ScreenCloud and you'll see a pairing code which looks a little like the below.

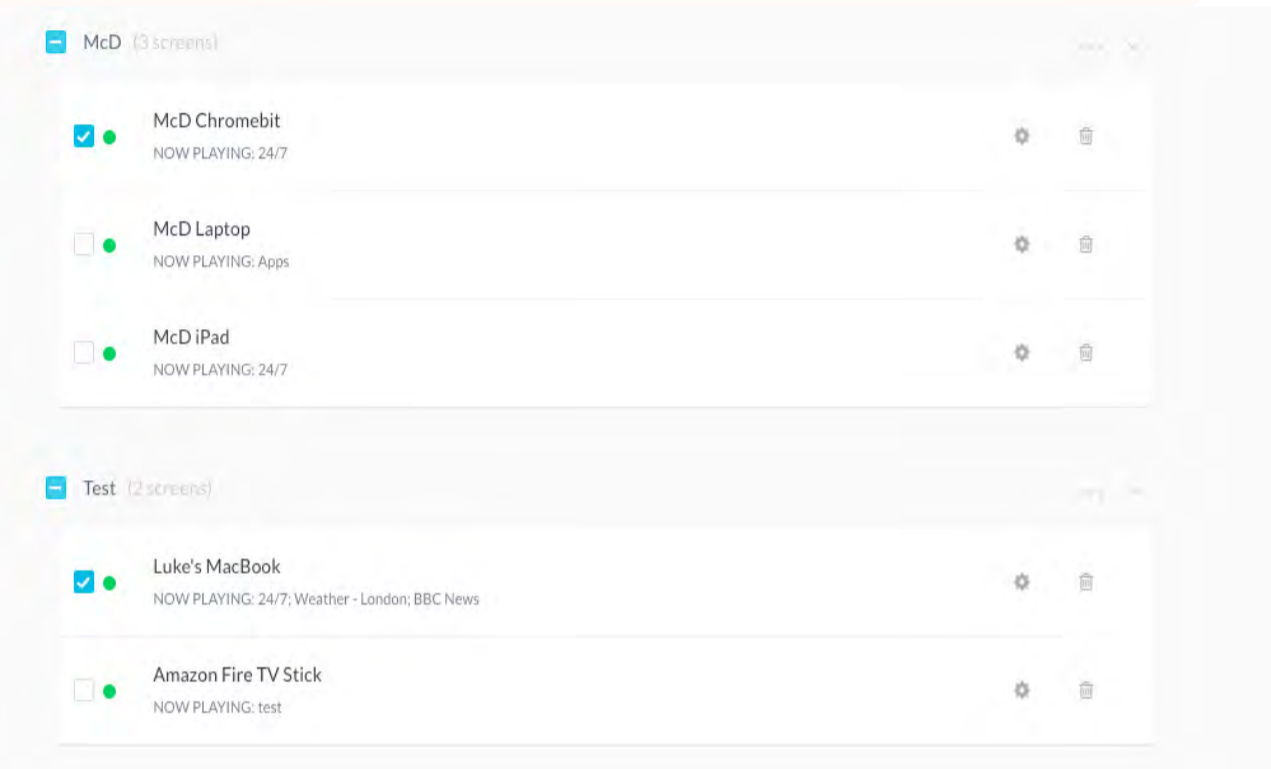




## 2. Sign up at <https://signage.screen.cloud>

Now open your laptop or fire up your PC and head to <https://signage.screen.cloud/>. Here, you can set up a free trial or an account.

Once you're logged in, navigate to 'screens' on the left-hand menu and you'll see a setup like the below.



Hit "Add Screen" and enter the six-digit pairing code as well as a nice name for your screen.

That's it! You are setup, paired and now you can:

- Send any content to screen - text, images, videos, social media, whatever you like
- Manage your screen from anywhere
- Edit your screen content at any time you like
- Organize playlists and schedules for your screen
- Add more screens from anywhere



FOUR

Using apps to make  
digital signage  
content creation  
easy



## USING APPS TO MAKE DIGITAL SIGNAGE CONTENT CREATION EASY

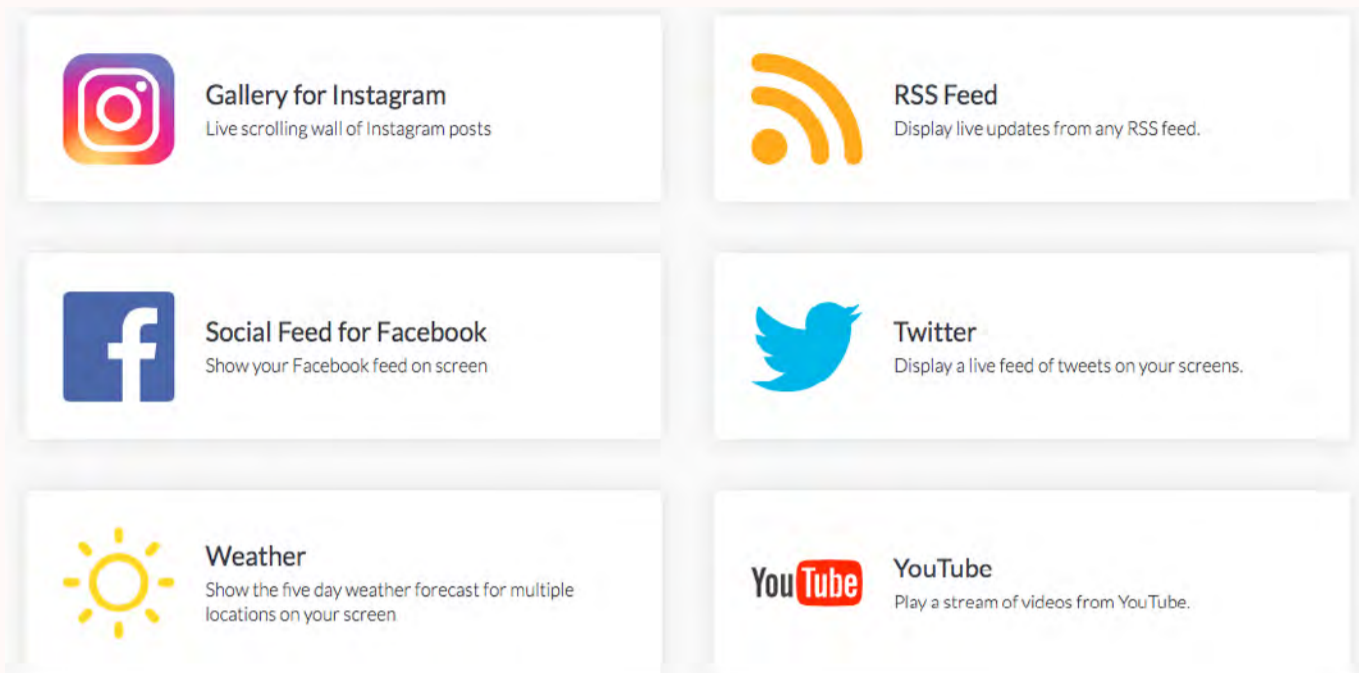
Digital signage displays should be two things: simple and beautiful. Achieve that and the rest will be easy. The truth is, you don't have to have a huge marketing department to create great content for your screens. You just need some apps that make content creation super easy.

Enter the [ScreenCloud App Store](#).

When you sign up for a ScreenCloud account you get a whole ton of apps - for free! Added to your package for you to do with as you please.



There are over 50 of them hanging out in our App Store waiting for you to make use of them.



Some of the content displays you could create using these apps include:

### Social media dashboards and apps

Some of the best digital signage content is born out of efforts that have already been spent elsewhere.

The most obvious is social media. If you invest your efforts in social media, why not use this to bring your digital screens to life too?

Social media walls can be anything from a Tweet wall, through to a complete live social dashboard that aggregates Twitter, Facebook, Instagram and any other channel where your customers are having conversations.

### Gallery for Instagram

Create live scrolling social media walls of your latest Instagram posts through [gallery for Instagram](#), filtered through a campaign hashtag or specific user account. Choose from light or dark themes and set up beautiful, image-based displays.



## Twitter social media wall

The **Twitter social media app** is the easiest way to share tweets across your digital signage solution. Simply pick your hashtag or handle, filter for the results you don't want to see and you're ready to begin showing live tweets throughout your venue.

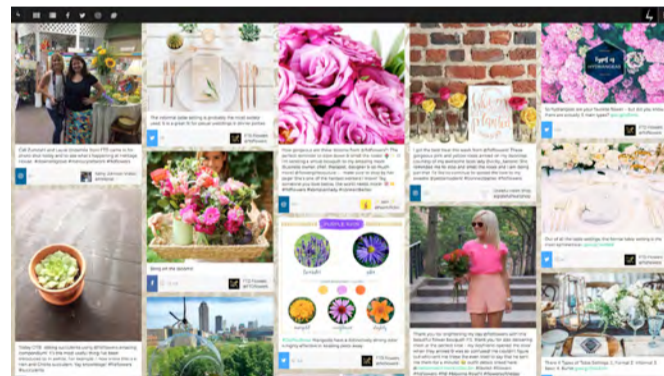


## Social feed for Facebook



If Facebook is where your customers are at, share their thoughts, feedback and your beautiful updates through **social feed for Facebook**. The beautiful interface clears away the noise, so that only the posts you want to see are shown to an in-store audience. Ideal for running campaigns and building interest across channels.

## SocialHUB



Using **SocialHUB** you can focus attention on the content already being shared by your followers. Drawing together feeds from Facebook, Twitter, YouTube, Instagram, Tumblr, Pinterest, SoundCloud and more to create engaging displays. Select content around specific hashtags, curate and moderate, zone into a specific area and then use SocialHUB's analytics to check for success. Ideal for creating a buzz around your venue.



## TINT

**TINT app** makes social feeds look and feel beautiful. TINT allows your organization to create social displays of content, from Facebook and Twitter to YouTube and Instagram. Custom-brand the display and drop the single URL into ScreenCloud to get your feed live in seconds. TINT also integrates with Google News, RSS, Slack and more to help you tailor the content your audience wants to see.



## Video playlists

Many of the ScreenCloud apps are designed to help take your company information and make it more visually engaging, ready for a digital signage display.

This could be video menu boards, a new demo video, or a customer caught on screen talking about how great you are. Great pieces of content that can easily be added to your playlist, either by direct upload or through an app such as YouTube or Vimeo.

## Current news and events

If you want your customers to linger longer, use a real world news source such as one from Sky news, Aljazeera news, BBC news, CNN news or ESPN. You could also add in local travel information to help customers plan their trips home and to get them engaging with your digital screens using information that is truly useful.



## Content you already have and own

When it comes to digital signage you may not even need to create new content. Perhaps you already have a whole host of content you can use.

Some of the content you can add to your digital signage display using ScreenCloud includes:

### Your website

You can show your website (or any URL in fact) on screen by simply adding it to the ScreenCloud Signage dashboard. A simple way to help direct your audience online and showcase your best work! Plus show off that nifty website you have.

### Images and video content

They say an image covers more than a thousand words, so use them to tell your brand story. ScreenCloud supports many image formats, including JPEG, PNG and GIF so you can upload images of products, events or your team - anything you like really. The playlist function of ScreenCloud means you can create your own image showreel, simply by uploading the images, setting the duration of each one and then leaving them to play.

### Designed files

If you want to create your own content, be it a store showreel, a presentation or just a notice, you can upload a range of files to ScreenCloud including jpeg, gif, png, and svg, PDFs and Office/iWorks formats.



A person wearing a red sweater is sitting on a yellow sofa, holding a black remote control. The background is a blurred indoor setting. There are yellow geometric shapes in the top right and bottom left corners of the image.

FIVE

# How to set up a digital menu board

---



# Dinner Menu: Small Plates

Served from 16:00 to 21:30



## HOW TO SET UP A DIGITAL MENU BOARD

### Meat Soup of the Day

Pure Polish homemade soup with meat.

£3.50



### Meat Soup of the Day

Pure Polish homemade soup with meat.

£3.50



### Meat Soup of the Day

Pure Polish homemade soup with meat.

£3.50



### Meat Soup of the Day

Pure Polish homemade soup with meat.

£3.50



Digital menu boards are becoming more and more popular. It's not surprising - they're the easiest way to sell more products, upsell items and make more of the walls within your bar or restaurant. But are they as easy to set up as they seem?

### Setting up a digital menu template

To really own the digital menu space, you need an app or tool that allows you to create, edit and manage digital menus easily and put them on your TV screen.

Enter the [Digital Menu Board app](#) from ScreenCloud.

The Digital Menu Board app allows you to add all of your items and use categories to make everything crystal clear for your customers.

We have a comprehensive control panel that allows you to create menu items with prices, descriptions and calorie information.



## Digital Menu Board app features

### Easily order your items

Type in as many items and categories as you like and reposition them with drag and drop.

### Get a great layout without having to do a thing

Digital Menu Board app uses our intelligent layout system, so it doesn't matter how many menu items or categories you add, it will always find the best way to lay out the information.

### Custom look and feel - no design skills needed

We've created two themes for your digital menu board, or you can use our Custom Theme editor to add your own brand colors, fonts and background image.

### Easy setup

With our control panel you can type in your menu items and create a digital menu board in seconds. This means faster creation and more digital menus for your customers.

### Useful features to customize your display

Switch calories on or off and choose from a range of currencies (£, \$ and €).



## Setup guide for Digital Menu Board app

### 1. Select and install ScreenCloud's Digital Menu Board app

To begin, follow [this link](#) and select "Install this app" in the bottom right hand corner. This will give you access to Digital Menu Board app, plus a ton of others.

Once logged in select "Add This App" from the top right hand corner.

### 2. Select configure to open the editing panel

In a new tab you'll see the Menu App editing panel open.










ITEM NAME	DESCRIPTION <small>(optional)</small>	PRICE	CALORIES <small>(optional)</small>	IMAGE <small>(optional)</small>	FEATURED <small>(optional)</small>
<input type="text" value="Item name"/>	<input type="text" value="Description"/>	<input type="text" value="0.00"/>	<input type="text" value="0"/>	<input type="text" value="Upload"/>	<input type="checkbox"/>

Here, you can easily add items, give them descriptions, upload images and add calorie and pricing information.



### 3. Organise your menu items







Enter your menu items and move their position until you are happy with the format of your digital menu board.

	ITEM NAME	<small>(optional)</small> DESCRIPTION	PRICE	<small>(optional)</small> CALORIES	<small>(optional)</small> IMAGE	<small>(optional)</small> FEATURED
 	Margherita Bufala	Buffalo mozzarella with delicious tomato, peppered with fresh basil.	10.00	+		<input type="checkbox"/>
 	American	The all American favorite. Pepperoni on a tomato base.	12.00	+		<input type="checkbox"/>
 	Sloppy Giuseppe	A touch of spicy just the way you like it: beef, red onion and tomato.	14.00	+		<input type="checkbox"/>


[Add Category](#)



[Add Item](#)

If you want to break your menu items down into categories (for example: pizza, pastas, salad), simply select “Add Category”.

 	American	The all American favorite. Pepperoni on a tomato base.	12.00	+		<input type="checkbox"/>
 	Sloppy Giuseppe	A touch of spicy just the way you like it: beef, red onion and tomato.	14.00	+		<input type="checkbox"/>

[Add Item](#)

**PASTAS** 

	ITEM NAME	<small>(optional)</small> DESCRIPTION	PRICE	<small>(optional)</small> CALORIES	<small>(optional)</small> IMAGE	<small>(optional)</small> FEATURED
 	<input type="text" value="Item name"/>	<input type="text" value="Description"/>	0.00	+	<input type="text" value="Upload"/>	<input type="checkbox"/>

[Add Item](#)

[Add Category](#)

This will open a new category where you can add other menu items.



## 4. Customize your digital menu board settings

Once your items are added to your digital menu board, select “Customize” from the top bar to open the General Options panel.

**General Options**

Time spent on each page 30 sec

Images to display on each page auto

Switch to the image layout for this menu When I attach an image

Currency USD

Show currency sign NO

Move 'featured' items to the top of category YES

**Appearance**

Light Theme

Upload **Logo**  
For the best results, please upload an image of at least 100px

Save Changes Cancel

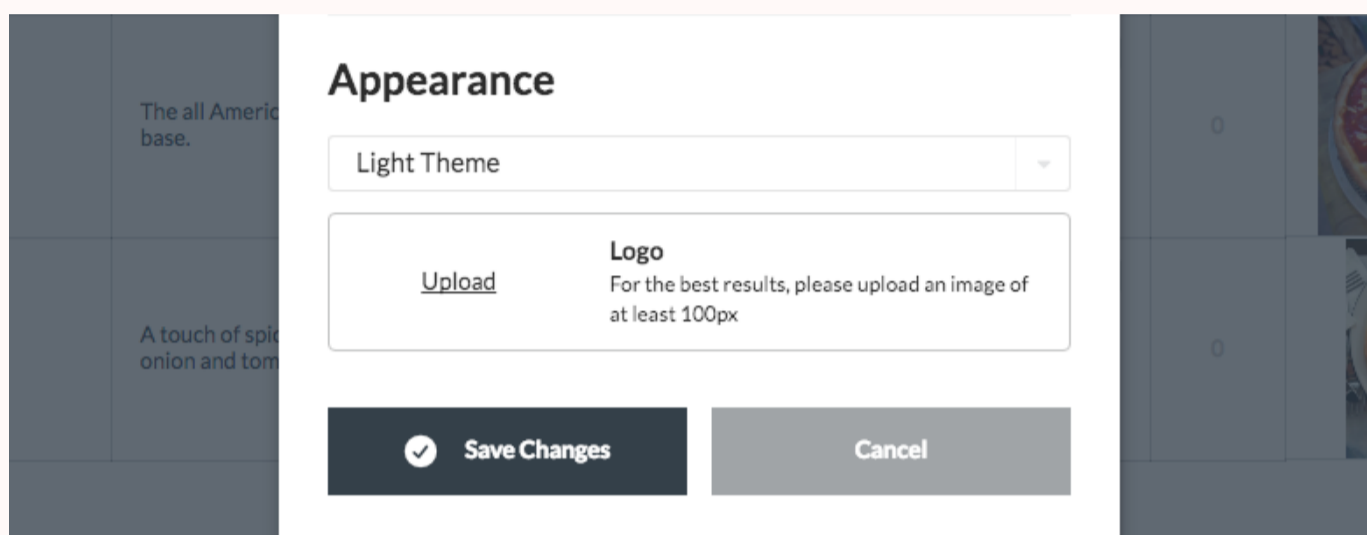
Here, you can edit settings such as:

- The time spent on each page. For example, if you have three categories (breakfast, lunch and dinner) and you select the time as 10 seconds, each page will show for 10 seconds before moving onto the next one.
- A text-only or image-based display.
- The currency rate and whether you want to show the currency sign or not.
- How you use “featured” items - whether these should be displayed at the top. Hint: you can make an item a “featured” item by ticking the “Featured” column next to your menu item.



## 5. Edit the digital menu board design

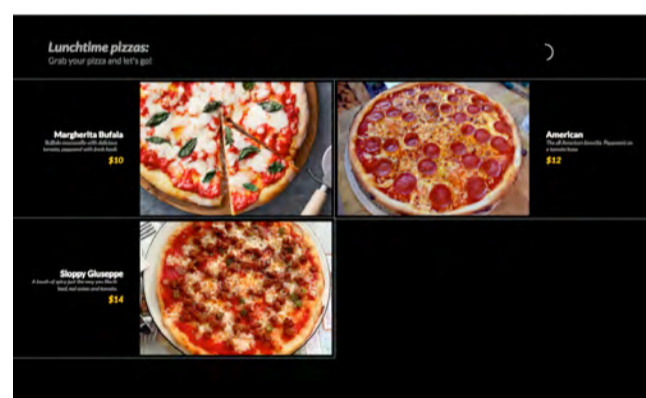
Once your items are added to your digital menu board, select “Customize” from the top bar to open the General Options panel.



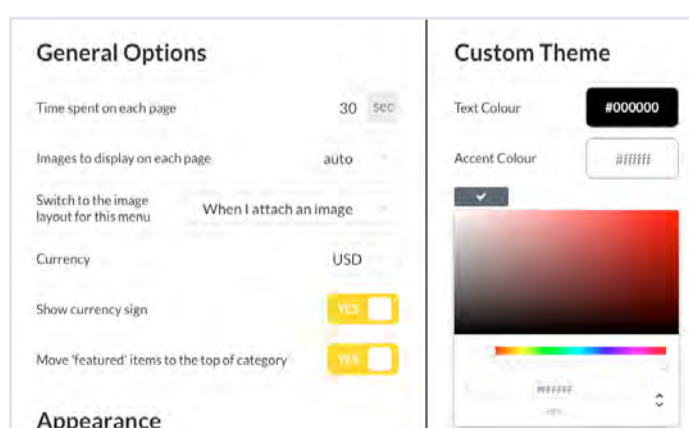
Here, you can select a light theme:



A dark theme:



You can also create your own theme by selecting “Custom Theme”. This will open the editing panel where you can add your text color, accent color and background color.



You can also add a background image. If you do decide to add a background image please make sure text can still be read while on top of it and that your logo has a transparent background.



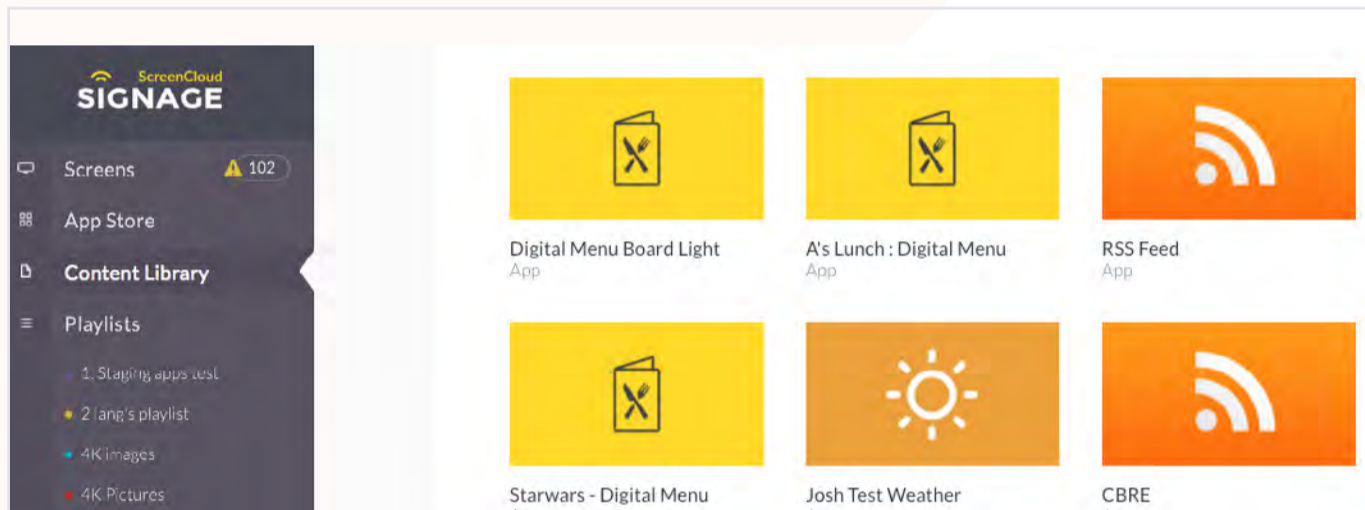
## 6. Save your app

Once you are happy with your digital menu board settings, select “Save Changes”. You will see the message “Changes Successfully Changed” and when you press “Ok” the menu board editor will close and return you to the main app.

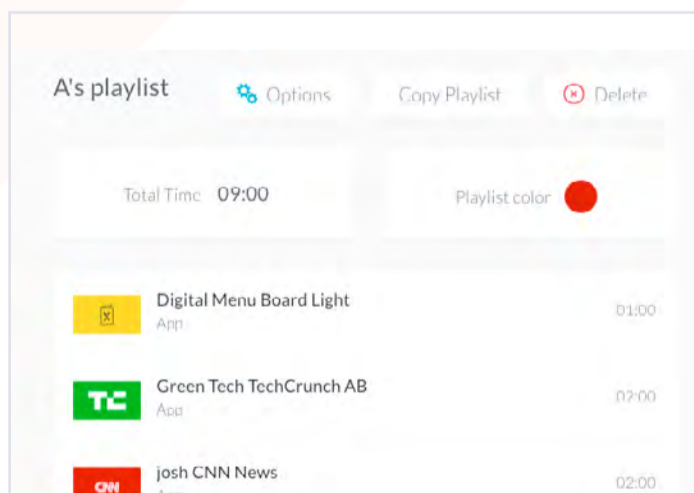
Here, you can select Add App or Preview App to see your design. If you want to make any changes, simply select “Configure” to reopen the editing panel.

## 7. Add your digital menu board to a playlist

Once saved, your digital menu board will be added to the content library.



To add this to a screen, navigate to “Playlists” and drag and drop your Digital Menu Board app from the selection bar on the right-hand side to the playlist of your choosing.



## Using Google Slides to create digital menu boards

You can also use something familiar like [Google Slides](#) to design beautiful, commercial menu boards, and make any edits easily from within Google Slides that will automatically update on screen.

But what if you want to create your digital menu boards from scratch? If you're designing from a blank canvas, here are some design tips to keep in mind.

### 1. Keep the balance

When it comes to designing your own commercial menu board it's important to think about your design composition. Avoid adding lots of visuals or heavy-weight text to only one side of the screen. This will upset the balance of your commercial menu board and make it difficult for your audience to take in the details. Instead, keep the entire menu board balanced, with images and text evenly spaced and positioned on each side.

### 2. Use realistic images

One of the big faux pas in commercial menu board design is using heavily filtered or fake looking images. Stock images aren't very useful to your audience when it comes to helping them choose their meal. If your images are of a generic burger or coffee cup, customers can't connect with what you're actually selling and you're probably doing your great products an injustice. If you need imagery for your commercial menu boards, try to take your own. To get the best photos of your food and drinks as possible, photograph in natural daylight so you can avoid using the flash, as this can flatten your dishes and remove natural shadows.

Also think about the backdrop - a clean white plate and a patterned or lightly-coloured table cloth can do wonders for the look and feel of your meal. Lastly, think about your angles. Some dishes or drinks look great photographed from above, whereas others might need a lower angle.

### 3. Use space

With large menus it can be difficult to create a digital menu board without using up all of the space. But this can make your design feel crowded and noisy. The last thing you want to do is overwhelm patrons, so try to account for some breathing space. If need be, create two or three menus, where you can split courses and rotate menus, rather than cramming them all into one display. Use negative space around each list of menu items and your content will be much easier to read for customers.





#### 4. Text size rules

Another rule we always include in our digital signage design guidelines is the text size rule. It's important to consider how well your menu board can be read when someone is standing or seated far away from the screen. Here are three key tips that can help:

- Most digital menu boards are viewed from a distance of 7-10 feet away.
- Sans-serif typefaces are the easiest to read so use fonts such as Arial or Helvetica, where this fits in with your brand guidelines.
- A 20-point font can be seen from 7 feet away so use this as a guide on how large to make your text, dependent on audience distance.

#### 5. Timing rules

When it comes to the timing of your menu board, use your playlists and slide timings to determine how long each menu is shown for. This could also depend on the time of day. At lunchtime you might want to set your lunch and coffee menus to show intermittently for 30 seconds each. Later, at dinner, you might want to swap out the coffee menu for dessert and have this playing for a longer duration. How long you show your menu boards for will also depend on if they're the only option. If customers don't have access to printed menus, you may want to set a longer duration to ensure they have enough time to make their decision.

#### 6. Choosing fonts

When choosing fonts you want to stick to your brand guidelines to fit in with the overall look and feel. However, how large you make the font and how clearly the headlines stand out against the text will be key considerations.

Use sans-serif fonts in large sizes so that viewers can read your message at-a-glance. Avoid multiple fonts, or fonts in bright, garish colors if you already have color throughout your design. This will ensure pricing can be read and names understood. Reducing queue time and helping your customers get to their food much faster!

As the old adage goes, pictures also speak a thousand words. Try to keep the wording to a minimum and instead, make use of rich pictures which convey messaging much more easily and to audiences of all ages.

If you don't have your own images, some free stock sources we love include:

- [Stocksnap.io](#)
- [Death to the stock photo](#)
- [Pexels](#)



## 7. Creating action

The purpose of a digital menu board is to entice customers to act. If they already know what they want, this is easy. But if they don't, you should use your boards as a way to get them to ask.

From 'ask us about our specials' to 'visit our website for a money-off coupon', there should be a resulting call to action that allows them to embrace more of your company message.





SIX

# How to create a multi-branch screen strategy



## HOW TO CREATE A MULTI-BRANCH SCREEN STRATEGY

**Digital screens only work if they're relevant to the people looking at them. With multiple screen strategies, this becomes even more important. If you have multiple branches what you show on each should depend on the area and the audience. A bar in the city, is going to look very different to a bar in the suburbs and each should be catered for.**

For that reason, multiple screen strategies must be easy to roll out, easy to connect across a single network and easy to manage.

### Choosing screens for a multi-location strategy

With ScreenCloud Signage, you can use as many different types of screens and media players in the same strategy as you need. So you could have one Samsung screen, fuelled by an Amazon Fire TV Stick and one Android TV using the Android TV app from Google Play. Because our content system is cloud-based, it really doesn't matter what hardware you run things on. Ideally, this will save on cost as you can use whatever screens and monitors are most convenient at that time.

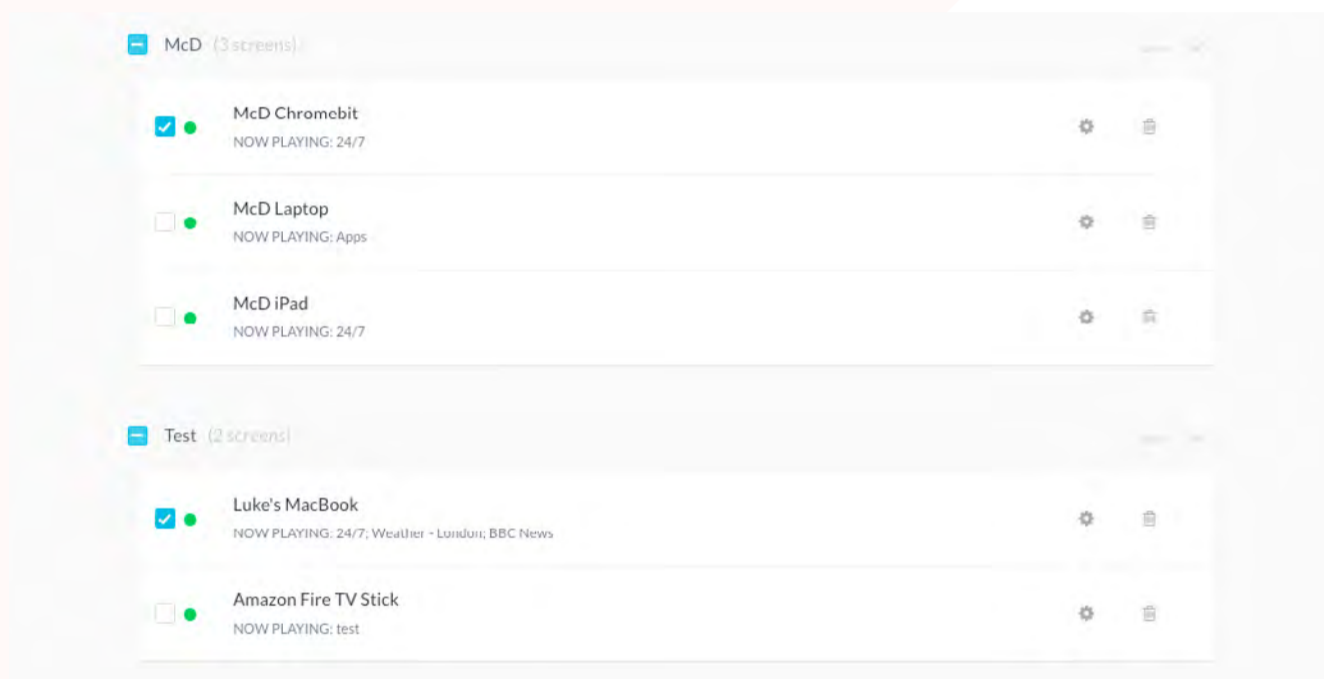


## Setting up multiple screens with ScreenCloud

You can add as many screens as you like to your account and manage them all centrally, from one login. The power of the cloud is that these screens, once paired, can then be managed from wherever you like. You don't even have to be anywhere near the branch in question! This makes it much easier to change content and manage multiple screens simultaneously.

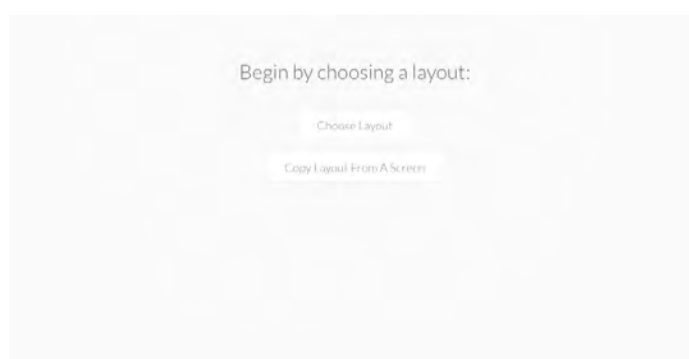
## Organise your screens

When using multiple screens, it's useful to have a way to organize them. To manage your screens, select "Screens" from the left-hand menu.



Here, you will see the option to Add screens, Edit screens and Create groups.

Groups help you to organize your screens. They also allow you to set all of the screens to display in one format, for example portrait or landscape. To change the settings on a group of screens, select the dropdown and then "Edit Screens". Here you will see the option to Choose a Layout or Copy a Layout from another screen.

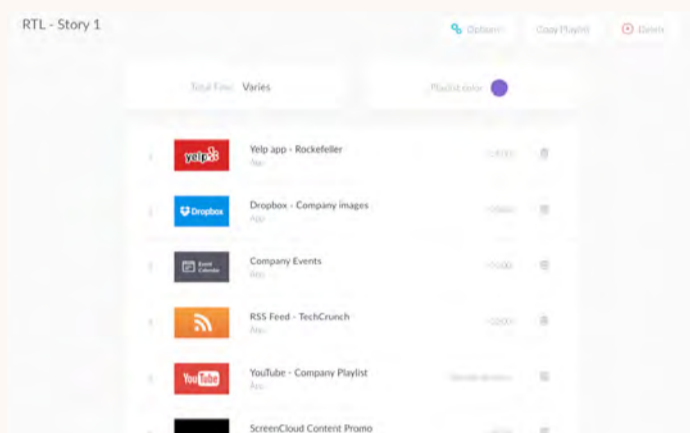


## Managing content

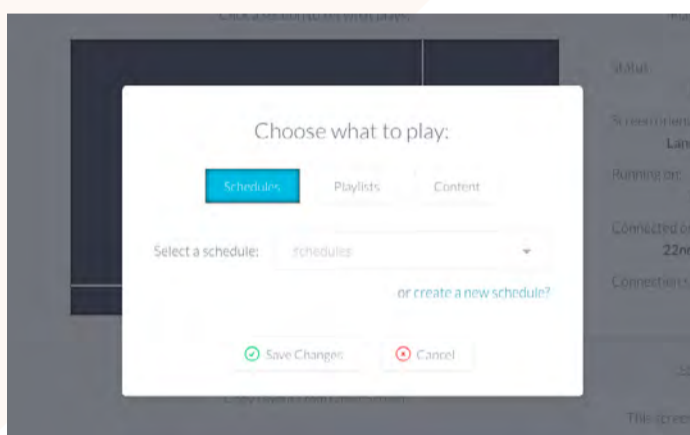
When it comes to managing content across screens you can use playlists to create unique lists of content.

The order in which to manage content is:

- i. Set up a playlist of content that you want to show
- ii. Add your playlist to a schedule



To do this you'll need to visit "Screens" and choose "Screen Settings" on the specific screen you wish to edit. If you're using a **zoned digital signage display**, you can click on the specific zone to select what shows in that individual section.



If you aren't using zones, you can simply click anywhere on the screen and choose from a playlist, schedule or piece of content that you want to play.

For more help on setting up playlists and schedules, view our [online video tutorial](#).



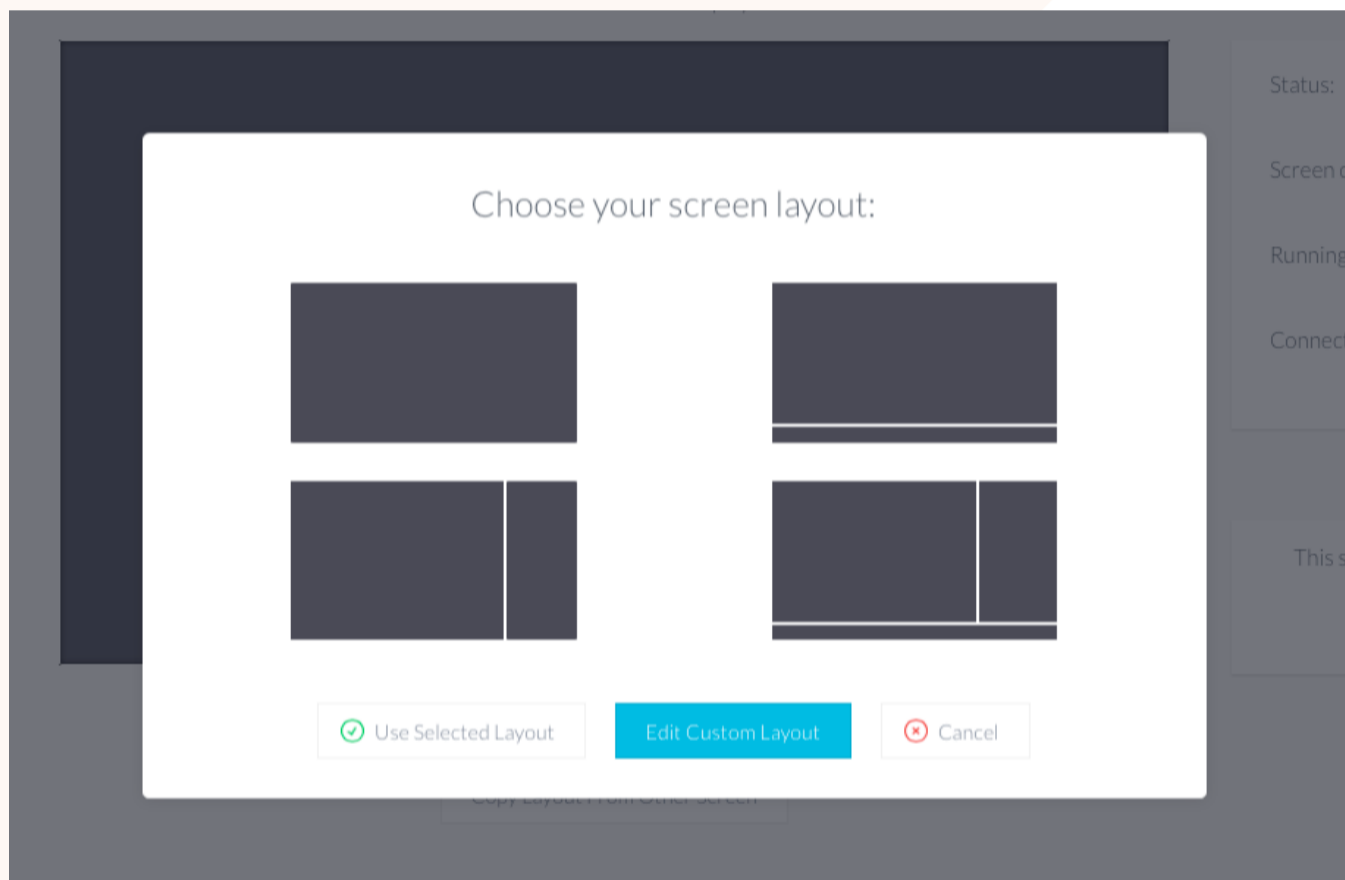
## Editing multiple screens simultaneously

If you're looking to setup a series of branches with screens showing identical layouts, playlists and schedules, you may want to edit multiple screens simultaneously.

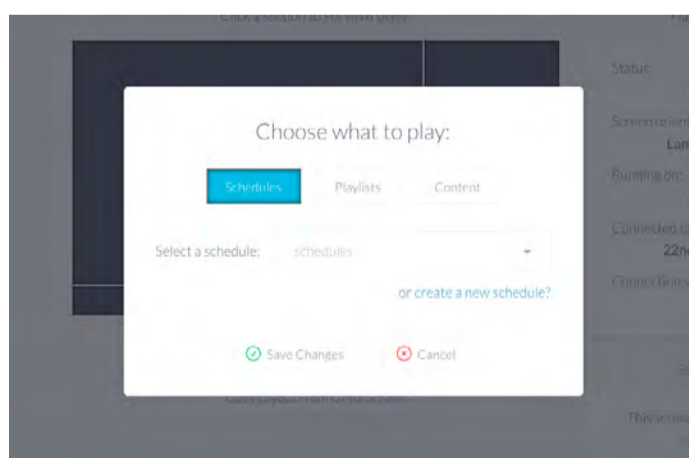
To do this first, select your screens by ticking each screen you want to edit (they don't have to be in the same group).

Next choose "Edit Selected Screens" from the top right-hand corner.

Now you will need to choose your layout for the screens (portrait or landscape).



Then click either in the centre of the screen, or in a specific zone and choose what you want to display. This can be a playlist, a schedule or a piece of specific content.



This will save the layout and content across all of the screens you have selected, allowing you to update all of them in seconds.





ScreenCloud

# Thanks for reading

If you've made it this far, we'd like to thank you for reading. Your digital signage journey is about to be made a whole lot easier.

To begin your free trial of ScreenCloud and practice what you've learned, head to <https://screen.cloud>.

For other ways of getting in touch, check out our channels below:

<https://screen.cloud>

[@screencloud](#)

[hello@screen.cloud](mailto:hello@screen.cloud)