

THE GUIDE TO
**CREATING
A STRATEGIC
MARKETING
PLAN**

WITH INSIGHTS TO BOOST YOUR
DIGITAL SIGNAGE IMPACT





“ THINK OF SIGNAGE AS AN AMPLIFIER. YOUR MARKETING PLAN IS THE ENGINE.”

A strong marketing plan is the foundation of every effective brand and communication strategy. This guide is designed for experienced marketing leaders who already know the fundamentals, but also want a strategic digital

signage take. Here, we revisit the classic components of a marketing plan and highlight where digital signage can enhance reach, relevance, and real-time communication without taking center stage.



01

GET AN UNDERSTANDING OF YOUR MARKET AND ENVIRONMENT

Start by assessing your market, competitors, and internal capabilities. Analyze industry trends, customer behavior, and brand perception. A structured SWOT analysis can help identify strengths, weaknesses, opportunities, and threats.

CONSIDER

- Market trends and opportunities
- Competitive positioning
- Internal strengths and weaknesses
- Potential risks and external threats



Digital signage can be noted as a touchpoint that reinforces key messages at relevant locations, providing an extra layer of engagement without driving the overall strategy.



02

DEFINE YOUR AUDIENCE

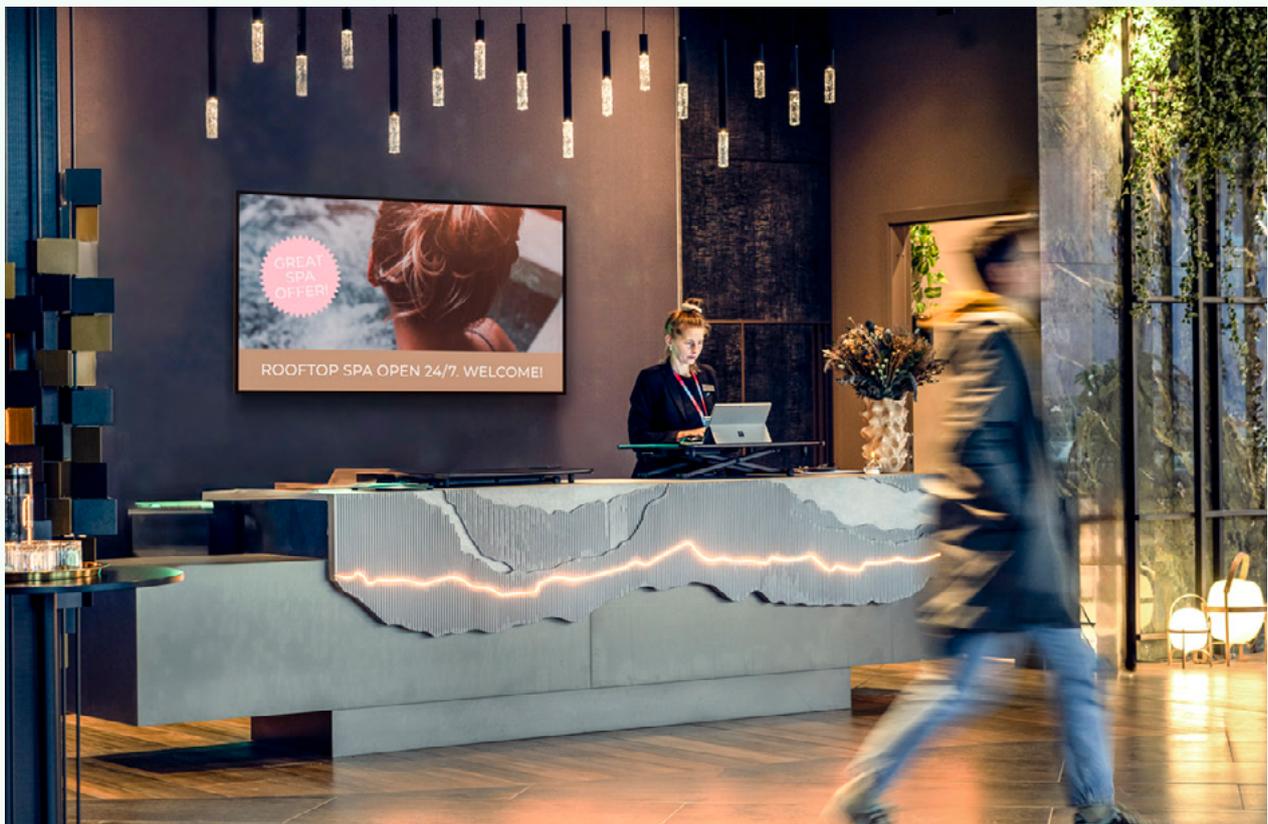
Now it's time to define your audience segments. A good way to do this is to create buyer personas to understand their needs, behaviors, and pain points.

QUESTIONS TO CONSIDER

- Who are your priority segments?
- What are their key characteristics, behaviors, and preferences?
- How does your value proposition meet their needs?



Digital signage can be used to reach these segments in specific contexts, such as high-traffic areas or in critical decision points.



03

SET CLEAR, STRATEGIC GOALS

Your marketing objectives should guide every decision. Focus on measurable outcomes such as brand awareness, lead generation, customer loyalty, or internal engagement.

04

DEFINE YOUR MARKET APPROACH

We've reached the heart of your marketing plan. Define how you will create value for your priority segments and differentiate your brand. Messaging themes and narratives should guide all channels consistently.

KEY STRATEGIC QUESTIONS

- Who are your priority segments?
- What is your value proposition to each?
- How will you position your brand in the market?
- What narratives or themes will guide the year's messaging?



05

TACTICS

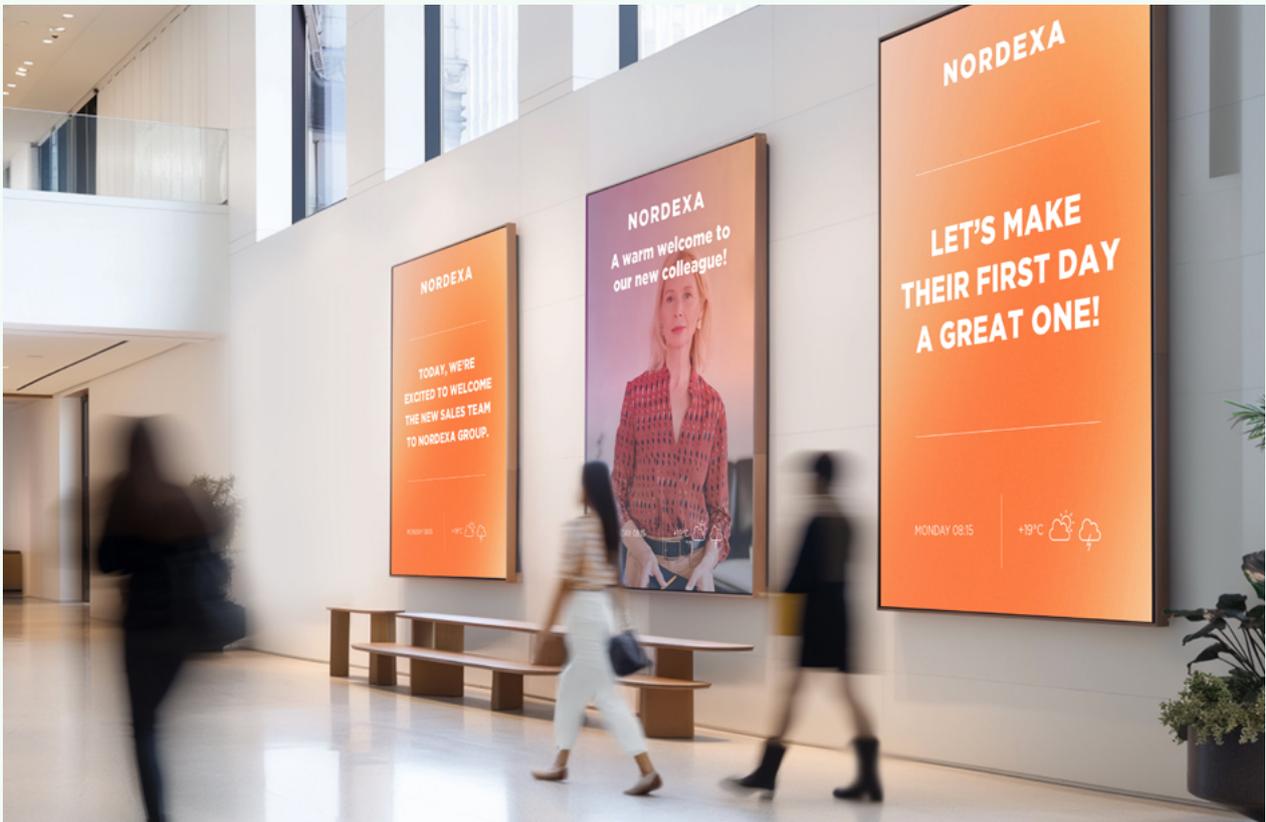
Tactics brings your strategy to life through campaigns, content, media planning, CRM initiatives, events, and internal communications.

TACTICAL AREAS

- Campaign planning
(seasonal launches, brand pushes)
- Content and creative assets
- Media planning
- CRM and customer lifecycle communication
- Events and activation
- Internal communication



Digital signage supports these efforts by ensuring your key messages reach the right audience at the right time. Content can be scheduled in advance, updated instantly, and integrated with existing tools – including synced files, RSS feeds, and social media – so your screens always display updated, inspiring and dynamic content without extra effort.



06

CREATE AN ACTION PLAN

Now it's time to create an action plan to operationalize your strategy. Execution requires defined responsibilities, workflows, timelines, and resources.

KEY COMPONENTS

- **Clear responsibilities across teams**
- **Production workflows**
(brief → creation → approval → distribution)
- **Timelines and checkpoints**
- **Required resources**
(budget, tools, competencies)

Digital signage features that support your marketing plan:

- Build consistent, visual design templates for internal messaging
- Automate your content – just create once and publish everywhere by integrating any data source of your choice.
- Schedule your content to be published on your screens at the right time.
- Publish your content to specific channels to ensure your message reaches the right screens.
- Use RSS to show formatted newsfeeds designed to suit your business, with thousands of RSS sources available.



Digital signage can easily be integrated into your action plan. With Smartsign, you can create design templates aligned with your brand, schedule all content in advance, and update messages instantly when needed.



07

MEASUREMENT AND EVALUATION

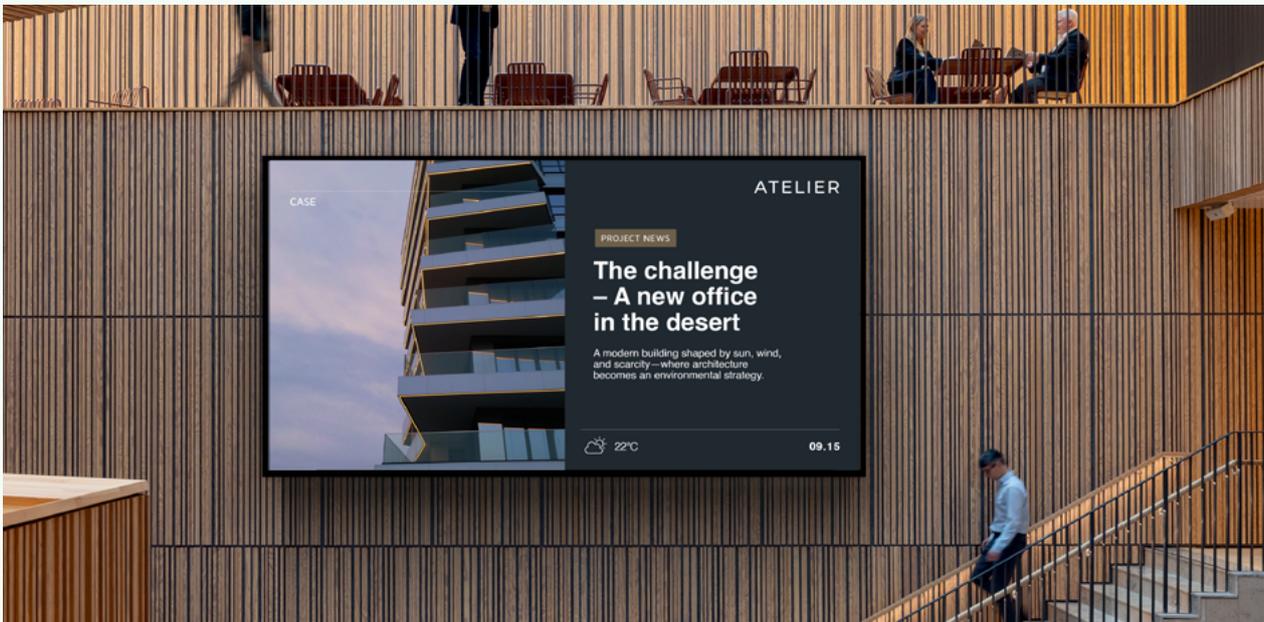
Every marketing plan should include measurement. Measure outcomes such as brand perception, engagement, conversions, and internal communication impact. Digital signage adds value by providing metrics like message visibility, and employee engagement, which should be incorporated into your KPIs.

08

SUMMARY

At the end of the day, a marketing plan is your playbook. Keep your objectives clear, your strategy aligned, and your tactics actionable. Digital signage isn't the star of the show — it's a clever sidekick that makes your messages pop where it counts.

Ready to get started with your content plan?
Use the downloaded Excel template.



Curious to see how Smartsign can help your marketing team boost campaigns, ensure message reach, and stay flexible — all from one platform?

Visit smartsignmanager.com and talk to one of our experts today.