

STRATEGY WORKBOOK

Plan digital signage around customer behavior, business goals and measurable outcomes.

DIGITAL SIGNAGE

Content Strategy Template

A practical framework for planning content, interaction, personalization and measurement across retail screens, storefronts, events and AI-powered experiences.

01

Define the role

Clarify the business goal, audience and screen context.

02

Design the experience

Choose content, interaction and personalization that fit the journey.

03

Plan delivery

Set timing, ownership, refresh cadence and operational logic.

04

Measure & optimize

Define KPIs, analytics and what you will test after launch.

Start with the role of the screen

Define what the screen should achieve before deciding what it should show.

BUSINESS GOAL

What should this screen or campaign achieve? Choose one primary outcome.

- ☐ Awareness ☐ Foot traffic ☐ Product discovery
☐ Engagement ☐ Try-on ☐ Conversion

AUDIENCE

Who will see the screen? Note their intent, journey stage, needs and relevant context.

SCREEN LOCATION

Where is it positioned: storefront, entrance, product zone, fitting room, checkout, event, waiting area?

VIEWING DISTANCE

How far away will people typically be? Use this to guide typography, hierarchy and content density.

DWELL TIME

How long will people realistically see or use the screen? Consider walking vs standing behavior.

PRIMARY MESSAGE

What is the single most important idea the customer should understand?

LOOOK.AI principle: one screen should have one dominant job. If the objective is unclear, the content usually becomes overloaded.

Define what the customer can see and do

Choose the content format, interaction and level of personalization that best support the goal.

CONTENT FORMAT

What format fits the goal?

- ☐ Static ☐ Video ☐ Dynamic ☐ Interactive
☐ AI-powered

CONTENT TYPE

Promotion, launch, catalog, recommendation, virtual try-on, tutorial, game, brand story or another format?

DESIRED ACTION

What should the customer do next?

- ☐ Explore ☐ Try on ☐ Scan ☐ Save
☐ Find product ☐ Buy

INTERACTION

Does the experience require customer input?

- ☐ Touch ☐ Gesture ☐ QR ☐ Camera
☐ Motion detection ☐ Product selection

PERSONALIZATION

Should content adapt to location, time, selected products, customer input or AI recommendations?

CTA

Write the exact on-screen instruction. Keep it short and action-oriented.

Scheduled

→

Contextual

→

Interactive

→

Personalized

Plan when it runs and how success is measured

Make the content operational: define timing, ownership, analytics and optimization before launch.

SCHEDULE & CONTEXT

When should it appear? Consider time of day, location, season, campaign dates, inventory and events.

CUSTOMER JOURNEY STAGE

Where does this screen contribute?

- ☐ Attract ☐ Engage ☐ Explore ☐ Decide
☐ Convert ☐ Share

KPI

How will success be measured? Examples: impressions, activations, dwell time, product views, selections, try-ons, QR scans, shares, conversions.

ANALYTICS SETUP

What data needs to be collected to understand behavior and improve future content?

REFRESH CADENCE

How often should content be reviewed, updated or replaced?

CONTENT OWNER

Who creates, approves, publishes and monitors the content?

OPTIMIZATION PLAN

What will you test after launch? Consider headlines, visuals, CTA, timing, interaction flow, content order or recommendations.

Digital Signage Strategy Snapshot

Use this page for a final campaign summary or quick stakeholder review.

BUSINESS GOAL

What outcome matters most?

AUDIENCE

Who is this experience for?

SCREEN + LOCATION

Where does it live?

PRIMARY MESSAGE

What should people understand?

CONTENT + FORMAT

What will the screen show?

INTERACTION

What can the customer do?

PERSONALIZATION

What adapts and why?

CTA

What is the next action?

JOURNEY STAGE

Attract / Engage / Explore / Decide / Convert / Share

KPI

How will success be measured?

REFRESH CADENCE

When does content change?

OWNER + NEXT TEST

Who owns it and what will be optimized?
