Smart Signage provides a powerful new tool for small business owners to engage customers, promote special offers, and modernize their interior design. Here are five key ways Samsung Smart Signage TV (SSTV) can help you keep customers coming back.

1. Keep It Current
Go digital and say goodbye to printing a new sign each time you need to add products or adjust pricing.

2. Make It Social
Leverage your business’ existing online and social media content to generate buzz and drive traffic to your store’s social media pages and followers.

3. Schedule for Success
Strategically schedule your signage content based on time and day to adjust for traffic levels and specials, such as happy hour.

4. Maximize Your Space
Small storefronts can be just that, small. Make the most of your limited physical space, and more room for merchandise, by leveraging digital signage to highlight information and entertainment for customers in one sleek screen.

5. Set Yourself Apart
Competition is fierce. Customers look for small, thoughtful details that set a business apart from the crowd. Go digital and expand your creativity beyond 8.5 x 11 inches to create memorable experiences for your customers.

Foot Traffic at Coffee and Doughnut Shops:

- About 65 percent of customer traffic happens in the morning.
- Lunch and afternoon snack time is about a third of traffic.
- Dinner is just 2 percent.

About 2.5 million shoppers spend over $150 just a few minutes morning lunch.

82 percent of small businesses have a website.
73 percent use social media.
82 percent of Amazon customers change their prices on Amazon.
Cost of two printed menu boards.
Cost of updating smart signage via mobile app.

8 out of 10 entrepreneurs who start a business fail within the first year and a half.

54% of grocery shoppers say the in-store experience is what brings them back.

1. Retailing Today, “Amazon’s quest to be most price-competitive retailer on Web,” December 11, 2013
5. CBRE Group, “Global Retail Rents Fueled By High-End Brands,” February 20, 2014
6. Bloomberg, September 2013