

# 9 Strategies for Boosting Revenue with Digital Menu Boards

## Dayparting and dynamic pricing

Easily adjust menu prices based on demand, inventory, audience, time of day or season. Dynamic pricing strategies, such as raising prices during peak hours or offering discounts during off-peak times, can help maximize revenue opportunities.



# 1



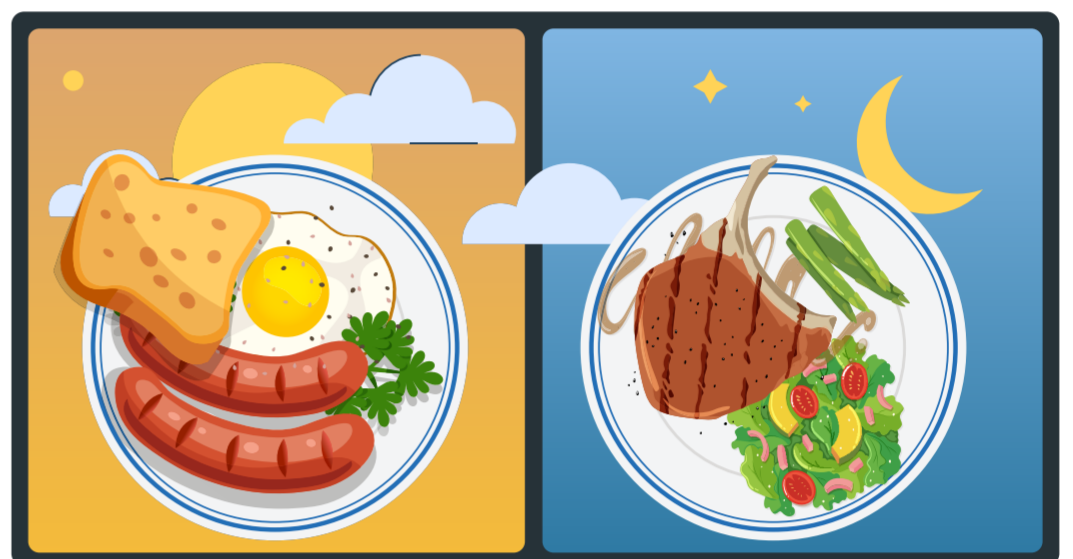
## Cross-selling:

When customers make their order, digital menu boards can suggest complementary items based on their selections to increase the overall order value.

# 2

## Targeted advertising:

Target different content at different times of the day or week, or during local events, to boost sales during specific time periods. Breakfast items can be promoted in the morning, while dinner specials are highlighted in the evening.



# 3



## Data collection and analysis:

Analyze data collected by software integrated with the digital signage system to understand customer preferences and order patterns, and refine product, pricing and marketing strategies accordingly.

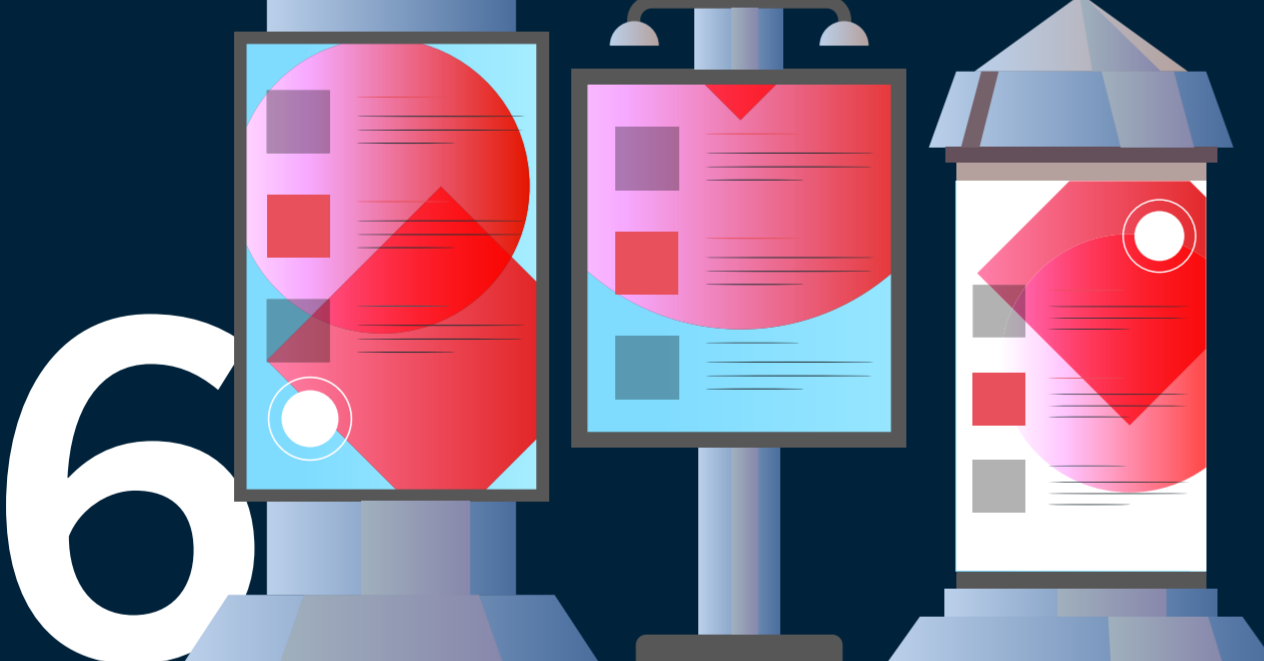
# 4

## Real-time updates:

Quickly update digital menu boards to reflect changes in inventory, menu items or pricing to ensure customers always see accurate and up-to-date information.



# 5



## Enhanced visual appeal:

Use high-quality images and videos to showcase products at your restaurant, c-store or grocery store to entice customers to try new items or order more.

# 6

## Seasonal and limited-time offers:

Highlight seasonal specials or limited-time menu items to create a sense of urgency and encourage customers to try these items before they disappear.



# 7



## Improved customer experience:

Digital screens can enhance the overall customer experience by providing interactive features, live social media feeds, and product or service-related details.

# 8

## Promotion and upselling:

Highlight special promotions, new menu items or upsell opportunities, like larger portions, add-ons, or combo meals, to encourage customers to order and spend more.



# 9

Discover more about Hughes Digital Menu Boards technologies and solutions.

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