

Modern Day Merchandising in a **Post COVID World**

provided by **element**



Digital Elements is a unique set of services that offer a full range of turnkey digital solutions to transform your branch into an engaging, retail-banking environment. Whether you are building a new prototype branch or looking to integrate digital into an existing space, Digital Elements has you covered.

Digital Elements provides you a quicker, on-site message delivery system to target your audience. Products, services, and any important updates can be launched instantly so your clients are kept up to date.

In this post COVID world, there is an immediate need to focus on the safety of your employees and in-branch guests. The Element Group can analyze your branch network to prepare a foundation that best utilizes space allocation, secure video conferencing tools, social distancing, staff training and choreography.



Traditional Digital Signage



Touchscreen Digital Displays



Hive Community Connections



Post COVID Experience



Traditional Digital Signage

Digital Signage displays add an engaging element to any space, while giving you the versatility to control and update your marketing messaging as often as you like.

BENEFITS

- Push marketing promotional strategy
- Easy to use, maintain and scale
- Custom scheduling options
- Variety of screen display and presentation options



Touchscreen Digital Displays

Invite your in-branch guests to directly engage with your marketing efforts on a touchscreen display. Touchscreen digital displays can be controlled through touch and/or through a mobile device.

BENEFITS

- Collect user analytics for marketing purposes
- Encourages visitors to engage with your messaging
- Control the screen through touch or mobile device
- Creates a more modern environment



Hive Community Connections

Feature digital screens in local businesses in your town and extend the brand to the community.

BENEFITS

- Meet people where they are on a daily basis
- Deliver the unexpected
- Build small business connections
- Drive traffic to the branch



Post COVID Experience

There is an immediate need to focus on the safety of your employees and in-branch guests. The Element Group can analyze your branch network to prepare a foundation for re-opening.

BENEFITS

- Improve visibility and functionality of drive up banking
- Explore technologies for video banking
- Develop a robust ATM network and self service offerings
- Train staff and implement branch choreography



To learn more about our work, or to see creative ways to extend your brand, we invite you to register for our upcoming Digital Signage webinar. In this webinar, we will explore our full range of turnkey digital signage including content development, touchscreen engagement and traditional experiences keeping in mind the customization to embrace the unique sense of your brand awareness.

[Click here to register >>](#)