



Best Practices Guide

To make OnSpot Social as effective as possible, we recommend the following:



Display Location

- The best areas are high traffic locations or areas where consumers often gather and wait around. Examples include checkout registers, waiting/reception areas, & service desks.

Optimize Your Kiosk Display Screen Message

- Use a large font size and font colors that stand out against the background theme.
- Use keywords such as “free,” “discount,” or “sale.”
- Explain the benefits of becoming a Facebook/Twitter follower or email subscriber.
- **Provide a call-to-action such as “Sign Up Here.”**



Promote

- **Instruct employees to mention the kiosk sign-up to customers (very effective).**
- Consider posting flyers around your business to direct people to the iPad Kiosk.

Consider A Contest

- Consider running a contest where a person that signs up for your email list will win a gift certificate or free product/service. You can run this one contest for an extended period of time in which many connections can be made.
- The same contest advertised on your kiosk can also be advertised through a website or social media page to provide both online and in-store exposure.

