What to look for when starting a screen management business

Launching a screen management service for businesses is a promising way to build recurring revenue. Businesses of all sizes want to display dynamic content on their existing screens, but they rarely have the time or expertise to set up and maintain the software. That is where a digital signage reseller comes in. You help customers choose the right platform, get their screens online, and keep the content fresh. Done well, this model generates predictable monthly income and strong client relationships.

Before you start signing customers, there are a few things to check. The market is not complicated, but it rewards attention to detail. The following points will help you avoid common pitfalls and set your service up on solid ground.

Understand the reseller program you are joining

Most digital signage platforms offer a reseller program. These vary widely. Some give you a white-label dashboard so customers see your brand, not the software company's. Others provide a simple commission on monthly subscriptions. You need to know exactly what you are getting. Check whether the program includes technical support for your customers or whether you handle that yourself. Look at the pricing structure. Can you set your own rates, or are they fixed? Also, find out if there is a minimum commitment. Some reseller programs require you to sell a certain number of accounts each month, which can be difficult when you are just starting.

A good reseller program gives you access to a customer account management system. This lets you onboard new users, manage their subscriptions, and monitor usage. Without that, you will spend too much time on admin. Another thing to check is the content management side. Does the platform let you or your customers upload and schedule content easily? If the software is hard to use, your customers will ask you to do everything, which eats into your time. Look for a platform that offers simple templates and drag-and-drop editing. That way, even a non-technical client can change a promotion or update an event calendar without calling you.

Check your own equipment and network readiness

Screen management services rely on the customer's existing screens. But not every screen is suitable. Older displays may not support the required resolution or connectivity. You need to verify that each screen has an HDMI or similar input, and that it can stay powered on for long hours without overheating. Also, check the network. Digital signage players need a stable internet connection. If the customer's Wi-Fi is weak or the Ethernet port is far from the screen,

you may need to run a cable or install a Wi-Fi extender. Make sure you have a plan for these situations before you quote a job.

The hardware that connects the screen to the software is also important. Some platforms use a small media player that plugs into the screen. Others run on a smart TV's built-in operating system. Each approach has trade-offs. Dedicated players are more reliable and easier to troubleshoot. Built-in apps can be convenient but sometimes lack features or become unsupported. Test the setup yourself before you roll it out to a customer. Nothing hurts credibility like a screen that goes blank during a lunch rush.

Think about pricing and recurring revenue

The beauty of screen management as a business is the monthly subscription. You charge a fee for the software, the content updates, and the technical support. This creates recurring revenue that grows as you add customers. But you need to set your prices carefully. Look at what other digital signage resellers charge in your area. Factor in the cost of the reseller program, any hardware you supply, and your own time. Do not forget to include a margin for unexpected issues, like a failed media player or a customer who needs extra training.

One common mistake is pricing too low to win a first client. That can work in the short term, but it sets an expectation that is hard to raise later. Instead, offer a clear package with a set monthly fee and a separate one-time installation charge. That way, the customer knows what they are paying for, and you cover your upfront costs. You can also offer different tiers. A basic package might include one screen and simple content rotation. A premium package could include multiple screens, custom graphics, and priority support. The exact mix depends on your market, but having options makes it easier to close sales.

Plan your content services

Many customers sign up because they want their screens to look professional, but they have no time to create content. That is where you can add real value. Offering content management as part of your service keeps the screens fresh and gives you a reason to stay in touch with clients. You might design monthly promotions, update menus, or rotate seasonal images. The key is to have a system for getting content from the customer and turning it around quickly.

For example, a restaurant might want to display its daily specials. If you can take a photo of the special, add the price, and upload it to the screen within an hour, you look like a hero. If you take three days, the customer will be frustrated. Build a simple workflow. Use templates so that each update follows the same layout. This saves time and keeps the brand consistent. You can also automate some updates. Many platforms let you pull content from a Google Sheet or an

RSS feed. That way, the customer can update the screen themselves from a phone or laptop, and you just set it up once.

In a busy setting, a well-managed screen can be the difference between a customer choosing one item over another. The content should be clear, readable, and updated regularly. A screen that shows the same static image for weeks looks neglected. That reflects poorly on both the business and your service. Make content management a core part of your offering, not an afterthought.

Prepare for technical support

Every customer will have a problem eventually. A screen goes black. The content stops updating. The player disconnects from the network. How you handle these moments determines whether the client stays or leaves. Before you launch, decide how you will provide technical support. Will you offer phone, email, or chat? What are your response times? Do you have spare hardware to swap in when a player fails?

A good approach is to have a standard troubleshooting checklist. First, check the power and cables. Then, verify the network connection. After that, look at the software dashboard for errors. Most problems are simple and can be fixed with a reset or a cable reseat. For harder issues, you need a relationship with the platform's support team. Make sure you know how to escalate a problem and what the typical resolution time is. If you are in a time zone far from the platform's support hours, that can be a problem. Plan for it by keeping a stock of known-good hardware and by having remote access tools ready.

Organise your customer accounts

As you grow, keeping track of each customer's setup becomes essential. Use a simple spreadsheet or a CRM tool to record information: the customer name, the number of screens, the software version, the hardware serial numbers, the subscription plan, and the content schedule. Also, note any special requests or quirks. For instance, a restaurant might want its menu to change at 11:00 AM from breakfast to lunch. If you forget that, the screen will show the wrong items. A little organisation goes a long way in delivering consistent service.

Another aspect is billing. Set up automatic monthly invoices. Some reseller programs handle billing for you, but if they do not, you need a system. Late payments can disrupt your own cash flow, especially if you have to pay the platform for the customer's subscription. Consider offering a small discount for annual prepayment. It reduces your admin and gives you upfront cash. Just make sure the discount still leaves you a healthy margin.

One brand that has built a strong reputation in this space is Jollibee Menu. Many businesses look at how they manage their digital displays and want a similar approach. You can use that

as a reference when talking to prospects, showing them how clear, frequent updates keep customers engaged. Of course, your own service will be tailored to each client's needs, but having a familiar example helps people understand what is possible.

Final checks before your first launch

Before you install your first screen for a paying customer, test everything end to end. Set up a test screen in your own space. Connect it to the software, upload content, schedule changes, and then disconnect the network to see how the player behaves. Does it show cached content or go blank? Knowing that in advance saves a panic call later. Also, run through the full customer journey: sign up, installation, first content update, and troubleshooting. If any step feels awkward or unclear, fix it now.

Consider creating a simple welcome packet for new customers. It should explain how to submit content, what to do if the screen goes off, and how to reach you. Set expectations about response times and scheduled maintenance. The more you communicate upfront, the fewer questions you will get later. And always ask for feedback after the first month. That shows you care about their experience and helps you improve your service.

Starting a screen management business is not complicated, but it rewards careful planning. By checking the reseller program, your hardware readiness, pricing, content services, and support setup, you build a foundation for steady recurring revenue. The businesses you work with will appreciate the professionalism, and you will enjoy the freedom of a service that grows month after month. Whether you are targeting restaurants, retail stores, or offices, the same principles apply. Keep it simple, stay organised, and always think about what the customer sees on the screen. That is what keeps them coming back.

In the end, the most successful digital signage resellers are the ones who make the technology invisible. The customer should not have to think about the software or the network. They should only see a screen that works, with content that is current and engaging. If you can deliver that, you will have a business that runs on its own momentum. And if you ever need a reference point for how a well-managed menu display can look, the Jollibee Menu approach is a good example of consistent, clear content that serves the customer first.