

THE RULE OF SEVEN: BEST PRACTICES FOR LOCAL BUSINESSES

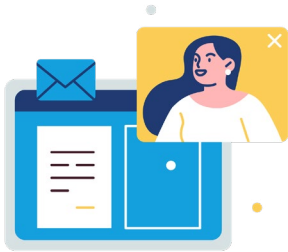
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Staying top-of-mind in the community by consistently sharing your message on multiple platforms is the best way to convert leads into loyal customers. In the world of advertising, the rule of seven suggests that it takes an average of seven impressions for a potential customer to reach a buying decision.¹ While not every person fits this mold and needs to interact with your business seven times, it shows how important it is to build multiple touchpoints into your advertising strategy. Here are some tips to help you build an effective campaign that satisfies the rule of seven and achieves growth for your local business:

QUALITY OVER QUANTITY

Show off the best of your business by focusing on quality ads with effective messaging. Many people think the rule of seven means that more messaging is always better, but the key to successful advertising is finding the right balance between quality content and enough volume and repetition to stay top-of-mind. Start by finding a few advertising outlets that work for your business, and then shift your focus to strategically craft memorable and effective messages that will make a lasting impression.



CONSISTENCY BUILDS TRUST

Establish multiple communication channels and make consistency a priority in your advertising campaigns. It's been shown that 95% of purchasing decisions are made subconsciously.² This means that building trust and loyalty over longer durations of time is crucial to your overall marketing efforts. Tap into the subconscious minds of customers by keeping your brand in front of them on a very consistent basis. This way, they'll be sure to remember you over the competition when they eventually need your product or service.



RESEARCH YOUR COMPETITORS

As you build your campaign, stay in touch with what your competition is doing with their marketing efforts. What platforms are they advertising on? What tools could be utilized to better position your business and share your message? Asking yourself these questions will help you determine where your ads should be seen and how your messages should sound. Outshine your competition by staying ahead of the curve and keeping tabs on how they're acquiring new customers.



TESTIMONIALS

"We were honored to work with Best Version Media. It was a wonderful experience!"

- Reader

"This is such a great way to build a wonderful community and share all the great features about where we live!"

- Reader

1. <https://www.indeed.com/career-advice/career-development/rule-of-7-marketing>

2. <https://marcom.com/build-trust-brand-consistency/>