

THE LASTING IMPACT OF ADVERTISING

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Advertising is one of the most important investments a business can make. If you stop advertising, you will eventually run out of leads and be limited to the customers you already have. This is why sustained advertising is key. It continues month after month, building recognition and trust for your local brand. Research published in the Journal of Marketing shows that sustained advertising leads to higher profits and sales, while short-term advertising does not produce consistent results.¹

TOP-OF-MIND AWARENESS

Advertising isn't a quick fix solution. It takes consistent effort, time and nurturing to grow your customer base. While only a certain percentage of people who see your ad will take immediate action, focusing on sustained advertising across digital and print formats helps create brand awareness, so when customers are ready to buy, your business is already top-of-mind.



DON'T FORGET ABOUT DIGITAL

Did you know that digital advertising can drive your long-term brand growth? New research by Nielsen, Nepa and GfK shows that businesses are undervaluing advertising if they only measure its short-term outcomes.² Digital advertising is extremely effective for building long-term brand ROI, which is a key part of any good marketing strategy. When thinking about your marketing strategy, consider all the benefits of consistent digital advertising that can easily be paired with your print advertising.



STAND OUT FROM THE CROWD

It's likely that your competitors also struggle during tough times or slow periods of the year. While they might use that as an opportunity to cut back on advertising, you can go the opposite direction and increase your advertising efforts. Think of your advertising campaign like a train on a track. Once it gains momentum, it's difficult to stop. Similarly, campaigns take time to produce results, but once it starts to gain traction, the benefits are significant. This long-term strategy will help you stand out from your competitors and reach more potential customers in the long run.



TESTIMONIALS

"I really enjoy everything about these magazines as each one is unique and features talented, local photographers and writers. They are my first stop when finding a local company or business to work with. Keep up the great work!"

-Reader

"The company I wish I worked with sooner! Best Version Media has given me an income and work life balance that the corporate world promised but never delivered. BVM has the perfect mixture of support and training without micro-managing, and the value of their product to local businesses is top-class!"

-Publisher

"The best source of local advertisement in my community. Best Version Media definitely earned me more business and recognition. Thank you BVM!"

-Client

¹Zhang, Steven. Reasons for Market Evolution and Budgeting Implications. Journal of Marketing: Vol. 72, No. 5. pp. 15-30.

²<https://about.fb.com/wp-content/uploads/2022/07/The-short-and-long-term-impact-of-advertising.pptx.pdf>