

HOW TO BOOST BRAND VISIBILITY WITH BVM



DECEMBER 2022

Is your business easily and consistently visible to consumers in your community? Brand visibility is the extent to which people recognize your brand and plays an important role in your overall brand perception. In other words, your visibility can strongly impact how customers perceive your business. Here's how to boost visibility and ultimately see amazing results from your advertising campaigns:



FIND A PLAN THAT WORKS



Targeting an ideal audience is a major factor behind any successful branding campaign. Impressions are great, but they become even more valuable when they're from consumers who will realistically visit (or revisit) your business in the future. We offer a variety of advertising options including our Expert Contributor Sponsorships, which offers business owners the

unique opportunity to become the leading voice in their local industry by writing articles for our monthly magazines.

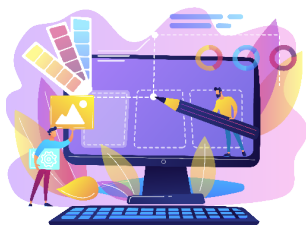
BECOME VISIBLE IN MORE THAN ONE SPOT

One of the best ways to reach more customers is to be visible in more than one location, and many experts suggest a combination of both print and digital components is the best way to accomplish this. Branding your business with Best Version Media makes this easy. We have exciting print advertising offerings, as well as digital advertising opportunities with our sister company, Digital Targeting Solutions, that complement each other perfectly – and there's no need to work with multiple agencies to make it happen. Connect with your local Publisher if you're ready to pair your print campaign with a digital component!



EMPHASIZE CREATIVITY AND DESIGN

Never underestimate the importance of a great looking advertisement. Think outside the box as you build your strategy and place an emphasis on creativity throughout the process. Our award-winning graphic designers are committed to helping our advertisers create beautiful and compelling ads that encourage our readers to take action. Catching the attention of your target audience will ultimately lead to more customers recognizing your business above the rest.



Establishing brand visibility and recognition is a worthwhile investment that can lead to growth and success for your business. Position yourself ahead of

the competition by taking advantage of Best Version Media's powerful and proven branding solutions. We truly have something to offer every type of business in the community, and our readers love supporting the business owners who help us bring a local publication to their home every month.

COMMUNITY TESTIMONIALS

"We have had multiple new clients who specifically say they saw us in your magazine which is why they came to us. We definitely can see that it is working!"

– Reader

"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

