

PATIENCE PAYS: THE PERKS OF LONG-TERM BRANDING



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Building a robust marketing plan is a challenging endeavor for many business owners. With endless advertising options at your disposal, it's difficult to determine what type of advertising tools and services are the best for your business. At BVM, we offer print and digital branding options that work together seamlessly to grab the attention of local residents in your neighborhood every month. Branding your business with Best Version Media is a convenient way to reach consumers online and in print. Let's check out three reasons why long-term branding still dominates in 2022:



AWARENESS & LOYALTY



If you want to become the go-to source for a product or service in the community, you won't achieve prominence with a sporadic or inconsistent advertising strategy. Long-term branding solutions, such as advertising in a BVM magazine, are some of the most powerful ways to build awareness and loyalty for your local business. In today's world, people want to connect with brands that align with their values – that's why advertising in a BVM magazine is the perfect long-term solution for the thousands of businesses we work with. We place your ad next to inspiring, informative and positive stories every month so readers associate your brand with everything good happening in the neighborhood.

ORGANIC GROWTH

A quick digital ad, coupon mailer or postcard might land you a few new customers, but it's a costly and unsustainable advertising model for most businesses. To achieve organic and long-lasting growth, it's important to brand your business consistently and repetitively to build top-of-mind awareness in the community.



"Investing in long-term brand marketing means people will recognize and understand your business," said Carma Levene, Founder of Carma Social. "If it's done well, you'll attract your target audience to your brand and spend less on chasing them with advertising."¹

THE CREDIBILITY FACTOR

Building long-term awareness adds immense credibility to your brand. Think about the largest brands in the world – McDonald's, Coca-Cola, Apple and Amazon, to name just a few. These companies have earned their credibility over time, not only because of their offerings, but because they have successfully inserted their brand image into your everyday life. Becoming a credible source in the neighborhood is a competitive advantage that will help grow your business.



TESTIMONIALS

"I want to compliment you on the May issue of Plateau Views. You have brought this publication forward by leaps and bounds. As one of the first LaCresta residents (40 years), I've watched everything change and become more refined. You truly seem to have a feel for our community and touch everyone's sphere of interests while continuing to present all the pertinent news. Thank you!"

– Reader

"I am a small business owner that survived the pandemic. Amongst the thousand things to do everyday in a small retail store like ours, advertising may drop to the bottom of the list – but don't let it. I'm thrilled to be an advertiser in Palm City Neighbors. I can't say enough about the Publisher. She has our best interest at heart and we worked really well together to fit within our budget. I received professional guidance and good service."

– Client



¹ <https://latana.com/post/long-term-brand-marketing/>