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BRANDING TIPS FROM BVM

Best Version Media has helped thousands of businesses share their brand with the local community over the years. We've learned how to effectively target consumers so our sponsors become the go-to source for services and products that are close to home. Here are some additional tips from BVM that could take your branding campaign to the next level.



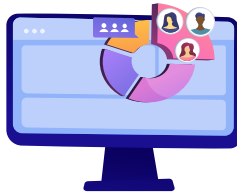
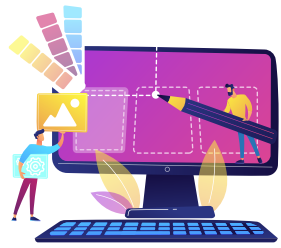
TESTIMONIALS

"I opened my business five years ago and at that time the only advertising I did was in this magazine. Today I have been in five of the local Neighbors magazines and it is the only advertising that I've done to build and expand my business in five markets. The magazine reaches exactly the people that I am trying to reach and by repeating my message every month, I've been able to build brand awareness, trust and loyalty in those markets. I have done so well with my campaigns that two years ago I bought out a competitor and my business has increased over 400%. I now have over 20 employees and we are looking for new expansion opportunities. Thank you for your guidance and support."

- Michael P.

Creativity wins!

Sharing a compelling advertisement with local consumers is easy when you brand your business with BVM. Our award-winning graphic designers are recognized annually by organizations such as Graphic Design USA and the Great Lakes Graphics Association.¹ We work with some of the best graphic designers in the industry to help our sponsors create beautiful and effective ads that will grab the attention of our readers. We help small businesses stand out from the crowd by offering all the resources it takes to build a highly-successful branding campaign.



Take a two-touch approach.

Combining print and digital advertising is a powerful way to brand your business. Thanks to our sister company, Digital Targeting Solutions (DTS), our sponsors have the ability to reach readers in print as well as online! Digital advertising is a complex, time consuming and costly endeavor when it's done correctly. DTS makes digital advertising as easy as possible for business owners by placing and managing local, targeted ad campaigns online.² Pair this with a monthly print advertisement in one of our local publications and you'll have a winning combination that's destined to grow your business.

Focus on the long-term.

Successful branding campaigns require consistency and time to flourish. Branding your business with BVM sets you up for success in the long run. We target local readers on a monthly basis with our community magazines so your brand stays top-of-mind with consumers month after month.



Let your brand tell a story.

Our Publishers and writers are dedicated to sharing the best stories from the communities they serve. Sponsoring one of our local publications means having your brand appear next to positive, informative and intriguing articles that our readers look forward to seeing every month. According to Danny Fritz of SBX Group, having a clear message behind your business will allow consumers to grasp the pillars that your company embodies.³ We do the storytelling for you by featuring families, community members and nonprofits from your area every single month!



Advertising in the local community is an integral part of owning a successful business, and Best Version Media is here to help. By being creative, using a two-touch approach, focusing on long-term results and sharing your brand alongside a positive story, you'll be well on your way to an effective branding campaign.

¹ <https://www.bestversionmedia.com/blog/bvm-designers-win-14-graphics-excellence-awards-2021>

² <https://digitaltargetingsolutions.com/>

³ <https://www.forbes.com/sites/forbesagencycouncil/2018/05/31/11-branding-tips-for-a-better-company-image/?sh=fbc17462be0b>