

AD CAMPAIGNS:

THE IMPORTANCE OF BUILDING MULTIPLE TOUCHPOINTS

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Powerful and memorable advertising campaigns are built by utilizing multiple channels to spread the word. Sharing your message with the community on a single platform is a great start, especially if you're newer to advertising, but the most-effective strategies successfully tap into more than one medium. Here's how adding multiple touchpoints into your ad campaign can benefit your local business:

FREQUENCY BUILDS TRUST

With millions of ads circulating across the internet and other marketing platforms, it's easy to understand why consumers need to see your brand's message more than once before making a decision. Frequency and repetition has been shown to increase trust amongst potential consumers.¹ The more often a business is able to position itself in front of their target audience, the more likely it is for their audience to become paying customers. Focus on consistency and stay in front of potential customers as much as possible as you build your advertising strategy.



CONVERT MORE CUSTOMERS

A typical customer won't act on a single advertisement alone. It takes several instances before a prospective buyer decides to visit a storefront or place an online order. In fact, research shows that it takes an average of seven impressions before a buying decision is reached.² Building touchpoints across multiple channels is an effective way to convert impressions into new sales. Explore print and digital solutions and combine the best of each to effectively reach your audience while growing your local customer base.



CRUISE PAST YOUR COMPETITION

Take a look at what your competition is doing with their marketing efforts. Are they visible across multiple platforms and reaching the best possible audience? If not, now is the perfect time to take the lead by adding multiple touchpoints into your advertising campaign. Boost your visibility across several platforms to stay top-of-mind with local consumers. Soon enough, you'll cruise past your competitors and become the go-to source for products or services in the community.

1. <https://www.strategus.com/blog/build-relationships-through-effective-frequency-in-advertising>

2. https://www.tutorialspoint.com/management_concepts/the_rule_of_seven.htm

TESTIMONIALS

"When the team at Best Version Media reached out about doing a feature article, we were happy to do it as we already had a positive experience advertising in their magazines. They were kind, professional and made the entire experience enjoyable."

- Client

"My family was featured in one of the local monthly magazines. It was a great experience. The Publisher and photographer were amazing at communicating, which made the whole process very smooth."

- Feature Family