

HOW TO BUILD:

A TWO-TOUCH BRANDING STRATEGY WITH BVM



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Best Version Media has been connecting small and midsize businesses to local residents for more than 15 years. We've successfully launched more than 1,100 publications across the U.S. and Canada because we understand how to successfully reach hyperlocal markets. Now, by using the partnership of both print and digital media, BVM is helping thousands of businesses grow in their communities with multi-touch advertising solutions. Here's how to build a complete branding strategy with Best Version Media:



IT ALL STARTS WITH PRINT.



Our print advertising solutions are the heart and soul of what we do at BVM. We've become one of the fastest-growing companies in the print media industry because of how quickly and effectively we've tapped into the print market – even during times of doubt and uncertainty surrounding the idea of print. Our publications are tailored to specific neighborhoods because we know what people want from a local publication. We reach

mailboxes every single month and share inspiring, positive and relevant stories with our readers. Better yet, we have professional graphic designers on our team who help sponsors create compelling and memorable ads each month for our magazines. Our print advertising solutions are the best place to start your branding campaign!

ADD A DIGITAL COMPONENT.

Have you heard? BVM offers digital advertising opportunities to our print magazine sponsors. In coordination with our sister company, Digital Targeting Solutions (DTS), your business can now reach a targeted online audience using platforms such as Google and Facebook to share your message. DTS does all the heavy lifting for you so you can focus on what's most important to your business. By adding a digital component to your branding campaign, your business will reach a larger audience while still targeting the area your business calls home. Connect with your local Publisher to learn more!



LET YOUR CAMPAIGN GO TO WORK.

Long-term branding campaigns are effective because of their repetitive and consistent approach. By shining a spotlight on your brand with a multi-touch advertising strategy, your business is building credibility in the eyes of consumers while becoming a more recognizable brand in the community. Allow your campaign to flourish and become successful – your business will thank you later!

TESTIMONIALS

"I find myself really looking forward to receiving your magazine each month in my mailbox because it's well designed and always highlights interesting people and their personal stories. Thank you for delivering great content, great stories and promoting area businesses that we can support!"

– Reader

"We knew it was a matter of time before the magazine took off. We have definitely received a few new customers that didn't realize we were local until they saw our initial Expert Contributor article."

– Client

"I really like this publication and the way it connects everyone in a more personal way. It just seems to be the best way for good business to flourish...I'm a bit old-school but I know there is still such a need for personal connection and sharing info like this in print."

– Reader

