

Community Positioning Become the GO-TO, Not Just an Option

When residents need a local business, they're rarely choosing from every available option. They're choosing from the businesses they already know and trust. That's the difference between transactional marketing and community positioning. By building familiarity, trust, and community connections before a need arises, your business becomes the go-to choice rather than just another option.

Build Familiarity Before Needs Arise

63% of consumers are more willing to buy from brands they're familiar with.¹ That's why the most effective local marketing happens before a customer ever needs your service. By consistently showing up in neighborhood mailboxes month after month, your business becomes a familiar, trusted presence in the community. When a homeowner suddenly needs a roofer, landscaper, realtor, or financial advisor, they aren't starting from scratch. They're choosing from the businesses they already know. Community positioning ensures your name is one of them.

Connect Your Face to Your Place

People trust people. It's been shown that 60% of consumers trust what customers say about a business more than what the business says about itself.² That's why community positioning goes beyond logos, slogans, and sales messages. When residents consistently see your face, your story, and your involvement in the neighborhood, they gain the kind of familiarity and confidence that advertising alone can't create. You're no longer just a company competing for attention; you're a familiar local presence that neighbors recognize and connect with.

Sponsor the Neighborhood Narrative

People want to support businesses that support their community. That's one reason 80% of consumers say they shop locally to support the communities where they live.³ By supporting local schools, nonprofits, events, and neighborhood initiatives, your business becomes more than an advertiser; it becomes a recognized community partner. Over time, that involvement builds goodwill and strengthens the connection between your brand and the areas you serve.

Moving Beyond the Search Bar

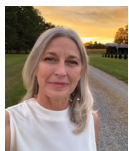
Search engines help people find businesses, but community positioning helps them choose one. By consistently showing up in local homes and supporting the neighborhoods you serve, you build familiarity, trust, and goodwill long before a buying decision is made. The result is a stronger local brand—one that residents remember, recommend, and return to when they need your products or services.

Testimonial

"BVM was a huge help in getting my marketing up to date and on track. They took the time to understand my business and brought fresh, relevant ideas. The whole process felt organized and easy, and their communication was solid from start to finish. I'd definitely recommend them to grow your presence."

- Local Window Cleaning Business

1. [Big Invisible](#). "Consumers Prefer Familiar Brands." 2. [GatherUp](#). "Beyond the Stars: How American Consumers Use Reviews to Choose Local Businesses" 3. [Capital One Shopping Research](#). "Shopping Local Statistics."



**Contact me about Community Branding, Content Sponsorship
& Local Multi-Media Marketing Solutions For Your Business**

Lisa Harris - 828 702 4779
Publisher | BILTMORE LIVING
BVM Market Leader - WNC

REVIEW US



POWERED BY
BVM
BEST VERSION MEDIA
WWW.BESTVERSIONMEDIA.COM