



The Memory-to-Action Pipeline: How Recall Drives Results

Most marketing is designed to grab attention for a fleeting second, but the most effective strategies are built on the partnership between trust and convenience. By combining the neurological impact of print with the precision of digital tools, you create a seamless pipeline that moves neighbors from initial awareness to a final purchase.



The Science of Staying Power

Print serves as the perfect introduction because physical materials are processed more deeply by the brain. Temple University's Center for Neural Decision Making found that physical ads produce 74% stronger long-term memory encoding than digital-only campaigns, meaning your brand stays in the back of a neighbor's mind for much longer.¹ This deep mental imprint ensures that when a customer later sees your digital ad or listing, they already recognize and trust your business.



The "Real-World" Advantage

Appearing in a high-value print environment signals that your business is an established part of the local community. Research shows that consumers have 70% higher brand recall when encountering a brand in print than in digital-only formats.² This tangible authority serves as the foundation of your real-world presence, making your online reviews and digital listings even more persuasive to local buyers who already feel a sense of legitimacy from seeing you in their physical environment.



Turning Recall into Action

Once your brand is anchored in a neighbor's memory, digital touchpoints provide the low-friction path they need to take the next step. This synergy is incredibly effective: 76% of consumers use a digital channel to engage with a brand after seeing it in print.³ By integrating both, businesses often see a multiplier effect, with multichannel campaigns achieving impressive response rates.

When print awareness and digital reinforcement work together, they create a "trust loop" that turns curiosity into confidence. This strategy isn't about choosing one over the other. It's about always being visible exactly where and when your customers are ready to buy.

Testimonial

"Working with [BVM] was an absolute game-changer for our business. From the very beginning, their team demonstrated creativity, professionalism, and a deep understanding of marketing strategy. They didn't just create ads—they built campaigns that truly connected with our community."

- Local Plumbing & HVAC Business

¹Amra & Elma. "Top 20 Physical Media Marketing Statistics 2026 Reveal Shocking Print and Direct Mail ROI." ² (hug)london. "The Power of Print In a Digital World."
³ PostcardMania. "338 Direct Mail Statistics You Should Know in 2026."



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