

Frequency Builds Familiarity



Most people don't act after a single ad. It's repeated exposure across different places and moments that makes a business memorable. When local businesses consistently appear in print and online, they earn recognition, trust and eventually, action. What's the smartest way to build a multichannel presence?

Community Magazines

- Trusted presence delivered directly to homes
- Builds lasting familiarity through consistent visibility
- Engaging local storytelling in a tangible format

Gitnux reports that

89%

of consumers read or scan their print mail immediately upon receipt.¹

Targeted Digital Ads

- Frequent touchpoints on the devices people use every day
- Reinforces recognition between magazine deliveries
- Geotargeting keeps your message in the forefront

Research from On Device Measurement shows multichannel campaigns are

2.8 times more effective

than single-media campaigns.²

Online Listings & Reviews

- Verified listings ensure customers find accurate info
- Reviews provide authentic social proof that grows over time
- Helps improve your SEO across local search

According to Backlinko,

66%

of consumers claim that reviews "often" or "very often" influence their purchase decisions.³

Sources:

1. [Gitnux](#). "Print Marketing Statistics." 2. [IAB UK](#). "On Device Measurement Manifesto: Cross-media plans are magic." 3. [Backlinko](#). "15 Online Review Statistics."

Testimonial

"[My local team] has helped spread my online presence as well as optimize my presence for AI search results. They are quick to respond whenever I want to tweak an advertisement."

- Real Estate Agent



Contact me about **Community Branding, Content Sponsorship & Multi-Media Marketing Programs To Grow Your Business:**

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