

The Case for Community Marketing

Consumers trust, support and search for businesses rooted in their own community, making local marketing one of the most powerful ways to grow.

Local Audiences Trust Local Voices

- According to a community-engagement survey, **67%** of respondents believe that **community involvement helps build trust** within neighborhoods!
- **47% of consumers prioritize local buying** in 2025, indicating that nearly half of the market is leaning toward locally-sourced or locally-visible brands.²

Building Relationships That Matter

- Gitnux reports that **51%** of consumers say they are more likely to buy from brands involved in community efforts.³
- New research shows that **85%** of respondents stated buying from businesses in their area was "most important," and more than **70% expect their advertising messages and content to be localized.**⁴

Show Up Where Your Neighbors Search

- **89% of consumers research local businesses online**, and **80%** of those local searches lead to an action such as a visit or purchase.⁵
- According to Think With Google, **76%** of mobile users who search for something nearby visit a business within one day, indicating that **your local presence in print and online has a direct impact on real-world foot traffic.**⁶

When you show up in local stories, community spaces and online search results, you're not just promoting your business, you're becoming part of the place your customers call home.

Testimonial

"We are beyond satisfied with our experience with BVM! As a small private school, we would not be able to manage or create the quality of print ads or geo-targeted digital ads BVM runs on our behalf. We're seeing analytics we've never seen before and have received incredible customer service."

- Local Business

1. ZipDo. "Community Engagement Statistics." 2. Strategic Marketing Tribe. "47% of Consumers Prioritize Local Buying in 2025—How to Build Trust and Sales Locally." 3. Gitnux. "Community Engagement Statistics" 4. Bizcommunity. "Consumers Prefer Relevant Local Advertising - New Research." 5. Fit Small Business. "16 Local Search Statistics Every Small Business Owner Should Know" 6. Think With Google. "Mobile Trends in This Mobile World."



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

Lisa Harris - 828 702 4779
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