

# ELEVATING YOUR AD STRATEGY WITH CONTENT MARKETING

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Consistent and engaging content plays a huge role in audience decision-making. Branded content has been shown to boost credibility and trust amongst consumers, and according to the State of Inbound report, content creation is the top priority for about 80% of marketers.<sup>1</sup> If you want to grow your business and improve your reputation in the community, start exploring what content marketing can do for your brand!



## THE PRINT EXPERIENCE

The tactile experience of holding a print product shouldn't be overlooked by businesses. It's a big factor in how consumers interpret advertisements and feel about brands. Providing a great reason for people to unplug from the digital world, even for a few minutes, is a valuable trait that print media offers. Blogs and social media content are also great digital tools, but consider utilizing original content in a print format to give consumers a break from their smartphones and laptops. It's a great way to share your message while avoiding the negativity and chaotic nature of the internet.



## INDUSTRY AUTHORITY

Are you looking to become the local leader of your industry? Sponsoring industry-specific content is one of the best ways to accomplish this. At BVM, our readers have the opportunity to learn valuable insights every month from our Expert Contributors. These are doctors, real estate professionals, home repair experts and many more. Become the local voice of your industry by branding your business through original content and watch your authority grow in the community.



## CONTENT = CONVERSIONS

Original content that's produced and branded by businesses can improve your conversion rate with potential customers. Using your content to drive home the "why" behind your product or service is a fantastic way to grow your business by attracting newly educated consumers to your brand. For example, a landscaping company could use content marketing to explain the importance of a seasonal yard clean up. Through this knowledge building, they'll ultimately see new customers walk through the door who may not have previously considered their services. This type of approach can be used by any type of business!



<sup>1</sup> <https://blog.hubspot.com/marketing/benefits-high-quality-content-consistency-brand#:~:text=Content%20marketing%20has%20been%20proven,growth%20method%20for%20most%20businesses>.

## TESTIMONIALS

"I love that the magazine is truly local. As someone that knows my neighbors, I recognize many names and faces throughout the issue. And I feel like that brings credibility to those local businesses that are advertising. It's a reminder that they are part of the community as much as any family and it makes me want to support them."

– Reader

"Since we started advertising, we have noticed a significant increase in our business. It is exciting to be reaching our neighbors to introduce our new cookies. It also has helped us stay in front of our existing loyal customers. It is a pleasure working with you and we love that you stop in the kitchen each month with the new edition! Thank you again for your continued support and helping us reach a new audience. You rock!"

– Client