

BVM Print & Digital Advantage Brief

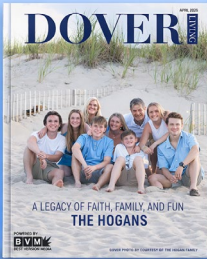


How Businesses Are Chosen Using Best Version Media

Every business invests time and money into marketing with the goal of being seen, found, and ultimately chosen. Businesses advertise by placing ads and content across multiple channels to generate awareness and drive interest. Yet even when businesses work hard on marketing, the results don't always deliver the sales they expect. **The issue is not effort. It is alignment.**

01 BRAND EXPOSURE

Visibility Through Print
(Local Magazines)
gets you **SEEN**.



 YOU GET **SEEN**

Many businesses invest heavily in broad visibility across offline channels (magazines, billboards, radio, television, direct mail) and online channels (digital ads and social media), all aimed at keeping the brand in front of a wide audience.

That kind of branding exposure creates familiarity. It ensures the business is **SEEN**.

But decisions are not made the moment an ad is seen. They are made later when a need arises and the customer begins to evaluate options. At that point, the question is no longer, *"Have I seen this business before?"* It becomes, *"Can I trust this business based on what I've already seen?"*

Most businesses are active online—so it looks like their marketing is working.

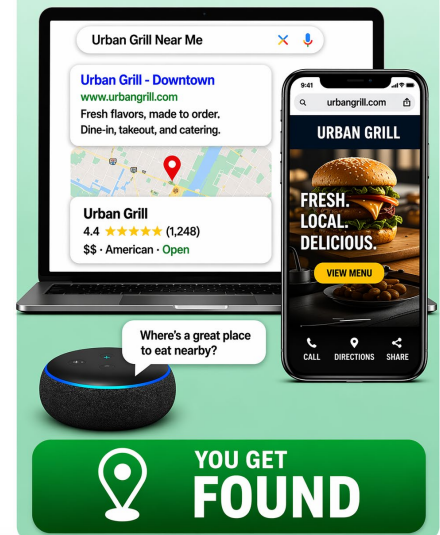
But the real influence happens before marketing online.

It's true that customers choose based on what is **FOUND** online, and *digital performs best* when businesses are being evaluated online.

But without prior familiarity, digital becomes a cold introduction and since digital reaches customers ready to decide, familiarity must be built beforehand to influence which business gets chosen.

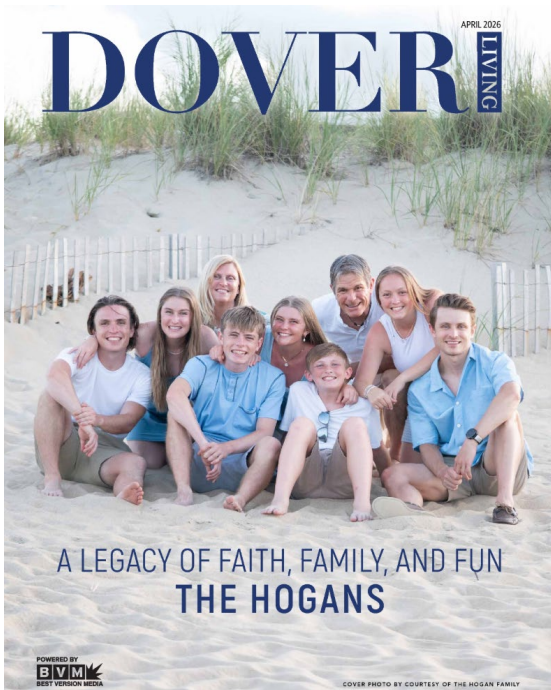
02 ONLINE PRESENCE

Online Presence Across Channels
(Search Engines, Websites & Listings)
get you **FOUND**.



 YOU GET **FOUND**

SEEN. FOUND. CHOSEN.



This is where **PRINT** plays a critical role. Familiarity within a trusted, community-based publication introduces the business in a different context—one that is not transactional, but relational.

Print is the persuasion that happens before the business is **FOUND**. And this persuasion happens when the business is associated with positive, local content that readers choose to engage with.

Over time, this builds familiarity and credibility before the search for the business ever begins online.

When customers later encounter the business online through search results, listings, or reviews; that prior exposure changes how the business is perceived. It no longer feels unfamiliar. It feels known.

In local communities where there is competition for goods or services offered, customers choose the **business that feels most familiar, most credible, and easiest to trust**. All of which is created through the persuasion of print.

Using BVM, familiarity is not only built through consistent visibility across local print ads, but also geo-targeted digital ads. This creates repeated exposure before the customer ever begins their search.

Digital is where decisions happen—but familiarity is what drives them. Businesses that are consistently **CHOSEN** tend to:

- Show up frequently everywhere your customers spend time both offline and online
- Feel familiar before the search even begins
- Present consistent information online
- Have strong reviews and positive customer feedback

03 REPUTATION MANAGEMENT

Reputation Management Across Channels
(Review Sites and AI Referrals)
get you CHOSEN.

Jessica M.
2 weeks ago

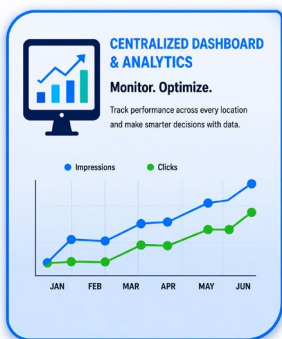
★★★★★

Amazing food and service!
Super clean and friendly staff.
Our new favorite spot!

★★★★★

Urban Grill
Consistently great every time.
Highly recommend!

YOU GET CHOSEN



BVM performance is not left to guesswork. A centralized dashboard with analytics provides visibility into how your print and digital is performing by tracking exposure and engagement.

This allows you to:

- See exactly how your print & digital ads are performing
- Keep your business messaging consistent across digital platforms
- Respond to reviews across all sites from one location
- Improve organic search with ease

SEEN. FOUND. CHOSEN.

Best Version Media provides a complete, managed marketing system. As businesses grow, marketing often becomes fragmented across platforms, vendors, and strategies creating complexity and inconsistent results. BVM offers a simpler, more effective approach: one easy-to-use, streamlined system where everything works together.


Every business invests in marketing to be **seen, found, and chosen**, yet results often fall short. Falling short is not due to lack of effort, but because of misalignment. Misalignment means your marketing is active but not connected or reinforcing itself across offline and digital channels.

While broad visibility across print and digital channels creates awareness, decisions are made later when customers search, evaluate, and choose who to trust. Digital marketing performs best at that moment of evaluation, but without prior familiarity, it acts as a cold introduction.

This is where print plays a critical role. Print builds recognition and credibility before the search begins. **When consistent print exposure is combined with aligned digital presence, listings, and reviews, businesses move from being simply seen to confidently chosen.** Best Version Media brings these elements together into one managed system which creates familiarity locally driving customers to your business.


A COMPLETE, MANAGED SYSTEM

Print. Digital. Online Presence. Reputation.





PRINT
Trusted. Tangible. Lasting.
Build Familiarity
Before the Search Begins.






DIGITAL ADVERTISING
Geo-Targeted Ads
Reach the Right Audience
in the Right Areas.




 **URBAN GRILL**
Sponsored

Fresh Flavor. Right Around
the Corner.



ORDER NOW

Facebook • Instagram • Google
Target by ZIP Code



ONLINE PRESENCE
Accurate. Consistent. Everywhere.




Consistent Across 70+ Platforms


Urban Grill Near Me

Urban Grill - Downtown
4.4 ★★★★★ (1,248)
Open • American • \$\$







Verified & Accurate



REPUTATION MANAGEMENT
Monitored & Trusted.
Protect Your Reputation.
Build More Trust.





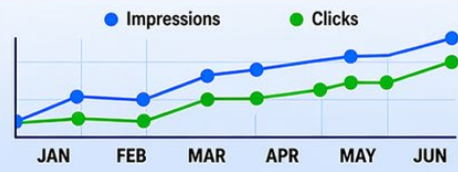
REPUTATION SCORE

4.8

Reviews This Month
245 ↑ 12%



CENTRALIZED DASHBOARD & ANALYTICS
Monitor. Optimize.



SEEN. FOUND. CHOSEN.