

Harness the power of CBM

(Community Based Marketing)

What is it?

Author and marketing expert Mark Schaefer calls Community Based Marketing (CBM) "The last great marketing strategy."

It encompasses targeted advertising, social media, events and sponsorships. CBM is all about building trust and fostering deeper relationships with customers. It helps create loyal customers and drives growth through repeat business and customer referrals.

Community newspapers lead the way

Community newspapers lead the way in CBM because they foster community pride and connectedness. A hyperlocal focus – news and events not covered by larger media outlets – makes them fresh and relevant, and they are viewed as trustworthy because they're written and produced by people in the community. Those who read them are invested in their community and they love to shop local!

Tested and cost-effective

- Market research proves that most people shop close to home, and that print is still the most trusted advertising medium.
- Community newspapers are cost-effective because you pay only to reach customers around your business, not around the world.
- The customer experience with a print ad is far more intimate than online ads, which are frequently blocked, skipped or ignored. Thus, print ads have highest ad recall compared to other mediums. They are also effective at bolstering your digital marketing efforts and building your brand and trust in your community.
- A regularly scheduled ad and participation in issues highlighting local celebrations and special events shows you are part of – and care about – the community you serve.

***We know our community like no one else.
Let us help you reach it.***

Call Jake or Tim 651-457-1177
today for a free consultation



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