



April's Advertising Insights for 2024

The April issue of *Advertising Insights* opens with a note on the healthy increase in Source publications pageviews from February to March. Then we share five best practices on how you, as business owners, can better communicate with customers by carefully considering their interests, needs and problems. Finally, we focus on the fine balance needed to ensure that the persuasive language of your advertising message doesn't become too obtrusive. And, don't forget to view our newscast "*Consider the Source.*" *Details below.*

Pageviews Reach 625,717 in March **Source Publications Post 9.5%** **Month-Over-Month Increase**

In March 2024 combined Source Publications on St. Thomas, St. Croix and St. John achieved 625,717 pageviews, an increase of 9.5% from February 2024.

Like all media, there is always some seasonality in readership. That said, Source publications continue to provide, month after month, season after season, a consistent - and consistently high - floor of pageviews.

For a more detailed look inside the numbers, talk to a Source sales representative by emailing us at advertising@visource.com or calling 340-228-8784.

Customer Communication

Five Best Practices

One of the biggest mistakes small businesses make when talking about themselves is... talking about themselves!

That is, talking TOO MUCH about themselves, their products and services to the exclusion of the concerns of prospects and customers.

The pros at marketing blog *Semrush.com*, discussing blog posts, argue that, "many brands go overboard with mentioning their products/services."

The problem?



Such self-centeredness feels "pushy, self-serving, and lacking in authenticity."

Worse, "Today's consumers can see right through this bias."

Five Ways To Improve Communication with Your Customers

Admittedly, it's tempting to see every platform, from blog to social media to banner ad as an opportunity to push the agenda and sell-sell-sell!

“ ... ”

Such self-centeredness feels 'pushy, self-serving, and lacking in authenticity.'

– *Semrush.com*

Repetition, it's been said, is the key to advertising. Why pass up any opportunity to repeat your sales message?

Thankfully, Semrush also provides a useful short list of tips and techniques to enhance communication with customers.

- Interview subject matter experts (SMEs) to gather unique and valuable insights you can't find elsewhere
- Add relatable examples for inspiration
- Write easy-to-follow steps and offer practical advice
- Focus on readability, structure, and visuals
- Maintain a consistent and relevant tone of voice

Underlying all of these tips: a regard for the people who are reading your message.

It pays to think of them and their interests, needs and problems.

Full article:

<https://www.semrush.com/blog/marketing-trends/>



Opportunity for Our Advertisers:

Spread Your Ad Reach on Consider the Source Newscast

Our *Consider the Source* newscast, with Adisha Penn, allows our readers to catch up on the biggest headlines of the week, and to hear more from residents making an impact in the community. *Consider the Source* airs on Viya Channel 4, on Sundays, and has recently been added to the Fox/NBC weekend roster, airing on Sundays at 11 a.m. after *Good Morning America*.



We're excited to give the Source - and our Territory as well as our advertisers - a positive platform for exposure, as the show can be seen throughout the Caribbean, Florida and across the East Coast.

What a great opportunity to advertise!

Consider The Source: <https://stthomassource.com/>

Calling All CTAs

Persuasion Without Pushiness

"There's nothing that turns off people more than a pushy ad message," notes marketing blog, *Dotyeti.com*.

They couldn't be more right.



When people feel besieged by sales pitches, each trying to outdo the other by ramping up the volume, the last thing anyone wants to hear is an aggressive come-on.

“ . . . ”

There's nothing that turns off people more than a pushy ad message.

– Dotyeti.com

But this situation places businesses in a delicate spot: How do you get your message heard?

Dotyeti.com acknowledges as much, noting, "There's a balance between using persuasive language and being too obtrusive with their online experience."

The Secret to Persuasive CTAs

In any ad, the CTA - call to action - is the indispensable mechanism that prompts a person to act, whether to click on the ad to make a purchase, click to learn more or click to download or subscribe.

An effective CTA offers a nudge.

It is "direct and benefit-oriented." That is, a prospect knows what he or she is supposed to do and has great confidence about the end result.

Dotyeti.com offers several excellent example of effective CTAs:

- "Download Our Free Marketing Report"
- "Find Out How You Can Scale Your Creative Services"

Both are clear, "direct and benefit-oriented."

Keep these examples at hand next time you're stuck writing a CTA for an ad.

Full article:

<https://www.dotyeti.com/blog/what-is-display-advertising-like-in-2024/>

**WINNING
CTAs**

**'Download
Free Report...'**

**'View Our
Media Kit...'**

**'Scale Your
Services...'**

Get Help With a Click or Call Away

The expert staff at the Source publications is always available to provide you with personalized help in developing ads and ad campaigns.

**Feel free to discuss your needs
by emailing us at
advertising@visource.com
or calling 340-228-8784.**



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