

THE Source

US VIRGIN ISLANDS

Advertising Insights for March 2024

Our *Advertising Insights* newsletter for March opens with a look at the enviable levels of viewer engagement generated by Source sites. Then we turn to practical matters - ideas designed to help Source advertisers reach our many readers. This month's focus is on taking bold, innovative approaches to advertising, with an old-fashioned dose of common sense - like the importance of keeping ad copy direct and simple.

Viewer Engagement Remains High

Things Are 'Getting Sticky' for Source Publications

In February, Source publications continued to register high levels of viewer engagement.

Leading the way, St. Croix Source average time per user session clocked in at 4:01 minutes. For context, one industry source, *WebsiteBuilderExpert.com* pegs average time on a web page, "across industries," at less than one minute - 0:53 seconds.



Overall, in February 2024 combined Source Publications on St. Thomas, St. Croix and St. John achieved nearly 600,000 pageviews.

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.

Innovation

The Power of Being Brave

Writing on *kantar.com*'s marketing trends site, marketing professional Nicki Morly argues that "Innovation, particularly radical innovation, should and will be a strong trend in 2024 for brands who want to find the best path to incremental growth."

Now, innovation is a subject that can arouse great debate - and confusion!

KANTAR

Listen to some experts, and innovation will amount to no more than slapping the buzz word du jour onto your business. Artificial Intelligence - AI - is the leading contender in that category now.

Heed the advice of others, and you'll spend time time trying to incorporate every tech gadget or new program into your business, whether it makes sense for you (and your customers) or not.



5 Characteristics of Brands That Successfully Innovate

Thankfully, Morly identifies five characteristics "in common with brands that achieved a competitive advantage through innovation."

What do they have in common?

- They are consumer-centric.
- They build their innovations from strong brand foundations.

- They shape the future of their category.
- They are typically ahead on sustainability.
- They do this by being brave and via testing and learning

It's especially noteworthy that Morly singles out courage - being "brave."

Too often innovation appears to be clinical and scientific, or solely a matter of who's got the latest technical... whatever.

Taking a chance, trying what hasn't been done, even risking failure takes guts.

Successful innovators take bold steps, but not blind ones.

“ ... ”

*Keep your focus on your customers.
Listen, learn, test – and adjust ...*

Keep your focus on your customers, listen, learn, test - and adjust - and you can put your business on the path to profitable innovation in 2024.

Full article:

<https://www.kantar.com/campaigns/marketing-trends-2024>

Opportunity for Our Advertisers

Catch Headlines 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/>

Keep It Simple **Best Practices for Banner Ad Copy**

No advice is repeated more often than the injunction to "keep it simple" when writing banner ads.

Studies periodically dredge up new figures about how quickly a reader's eyes scan a page - and the speed is accelerating.

Your ad has a small window of time to make an impression.

But what does "keeping it simple" mean? *Channable.com's* marketing platform blog happens to offer several useful examples of concise ad copy for display ads.

"The best copy," they point out, "is clear, descriptive, and benefit-driven."



“ ... ”

*The best (ad) copy, is clear,
descriptive, and benefit-driven.*

– *channable.com*

Examples include:

- ***High Performance Running Shoes***
- ***Energy Efficient Smart TVs for Small Spaces***

Both of these headlines cover a tremendous amount of ground in a few words.



channable

A reader cannot fail to understand what each ad is saying.

The benefits are unmistakable.

When you're stuck trying to develop an ad, it's never a bad idea to go back to models like these that embody best practices.

Further, the staff at the Source is available to assist you in crafting a message that promotes your business.

We're always available to help!

Full article:

<https://www.channable.com/blog/google-display-ads-best-practices>

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.**

