

THE Source

US VIRGIN ISLANDS

Advertising Insights for Summer 2026

The Source's *Advertising Insights* newsletter for Summer 2026 examines how small businesses can exploit one advantage they have over conglomerates. It also takes a look at version testing of ads, and how it can improve your marketing. This quarterly newsletter is now complemented by *Business Matters*, a monthly feature on our sites. In it you will find exciting new ideas created for local businesses. New insights are posted each month, between these quarterly newsletters. You can read the May and June features [here](#).

Small Business Marketing:

Talking to "Someone," Not "Anyone"

When it comes to marketing, small businesses have a unique advantage over chains and conglomerates: they know their customers and their communities.

“... ”

Small businesses have a unique advantage over chains and conglomerates.

A recent post by *uplandsoftware.com* – an internet services and software provider – citing Garrett Moon, founder of CoSchedule, reveals a powerful way for small businesses to leverage this advantage.

Moon advocates using what you know about your customers in your marketing by speaking with a “specific person in mind” when developing “content ideas.”

The idea is to shift away from viewing marketing communications as “a one-stop shop for all,” diversifying content by crafting marketing messages that “always (provide) value to someone.”



That is, talk to your customers as if they were real people – not an anonymous everyone or anyone.

How to Talk To Your Best Customers

If you feel stuck or don't know what to say, picture one of your repeat customers. Think of the people who come back again and again. Those you know best.

WHAT YOUR REGULARS...

- **TALK ABOUT.**
- **ARE INTERESTED IN.**
- **GET EXCITED ABOUT.**

Chances are you have spent time getting to know them. You know what they like. What they dislike. And what really excites them.

So, when you develop “content ideas,” go back to your regulars.

- What do they talk about with you?
- What excites them?
- How would you describe something of interest to an individual customer?

Once you begin to think in this way, other ideas and other approaches will occur to you.

And your marketing will reflect that.

Full Article: *correct link...*

<https://uplandsoftware.com/kapost/resources/blog/community-driven-content/>

Up 5.5% from May:

Pageviews Total 633,512 in June

Pageviews in June 2026 for combined Source publications on St. Thomas, St. Croix, and St. John totaled 633,512. That number was up 5.5% from May 2026. June pageviews were also up 3% from June of 2025.

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.



Banner Ads:

The Value of Testing

It's a truism that viewers develop a degree of "ad blindness" to the sheer number of advertisements they encounter online.



Estimates vary, but most experts agree that you have just seconds to make an impression. According to Nikita Bykadarov, writing about display ad best practices for the web marketing site *ImproVado*, it's "2-3 seconds."

“Users won’t read lengthy copy,” he argues. Your goal is to “focus on one compelling benefit.”

“... ..”

*Users won’t read lengthy copy ...
(your goal is to) “focus on
one compelling benefit.”*

– Nikita Bykadarov on improvado.io

That’s good advice.

It also raises the question: How do you select the *most compelling benefit* to use?

Let Data Determine Winning Messages

To Bykadarov, nothing beats testing messages.

“Create 3-5 creative variations,” Bykadarov asserts, “testing images, layouts and CTAs (Calls To Action).”

What Bykadarov recommends here is a version of A/B testing in which a business runs two versions of the same ad at the same time and evaluates results. It is a time-tested method for determining which messages resonate with customers.



Bykadarov expands the field from 2 to 3-5, to take advantage of today’s ability to easily design and edit layouts, which in the past was a labor-intensive process.

This type of “process of elimination” helps you precisely target your ad

content to your customers.

At the Source, our staff is always available to assist in ad development and messaging, as well as developing flexible campaigns to test the effectiveness of your ads.

Full article:

<https://improvado.io/blog/display-ads-best-practices>

Help Is Just a Click or Call Away!

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

Feel free to discuss your needs with us by emailing advertising@visource.com or calling 340-244-6631.



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