

# THE Source

## US VIRGIN ISLANDS

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### *Advertising Insights for November 2023*

As the holiday shopping season swings into high gear our November *Advertising Insights* newsletter offers tips for improving a key to success – customer retention. We also explore important advertising basics such as the power of “Lead Magnets,” and how to put the focus on your products by using high-quality images in your banner ads.

### October 2023 Pageviews

# Total 695,193

[See Below](#)

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### *All Onboard!*

### **Making Customer Retention a Priority**

Time and again we've stressed the economic value and importance of customer retention to your marketing.

Industry figures dramatically underscore the value of holding onto your customers.



According to the industry blog *engagebay.com*, “The probability of selling to an existing customer is approximately 65%, and that of selling to a new customer is about 10-15%.”

That's a whopping difference!

The question, of course, is what do you do to retain customers?

Sujan Patel on *engagebay.com* stresses focusing on onboarding – the process of

solidifying your relationships with customers. This process comprises several steps:

- Establish the point where you're losing customers and focus your efforts there first.
- Define your customers' definition of success and help them achieve it.
- Help your customers achieve quick wins.
- Create evergreen resources.



### ***Teach, Don't Sell...***

The same article cites Forbes contributor Brian Sutter, who breaks it down even further.

To Sutter, the process comes to a single principle: “Teach, don't sell...”

“ ... ”

*The idea of teaching instead of selling  
... (is) the core of content marketing.*

– *engagebay.com*

“The idea of teaching instead of selling,” Sutter argues, “seems to turn marketing on its head, and yet it's at the core of content marketing. ‘Teach, don't sell’ is exactly what makes content marketing different from advertising.”

To put this concept into practice Sutter recommends the following:

- Don't include CTAs (Calls To Action) that ask readers to buy something in every piece of content.
- Focus on your potential customer and what they want to know, not what you want to tell them.
- Be generous with the content you offer.

It's a lot to digest at first, but the concept of "Teach, don't sell" may be the most cost-effective practice you find to boost customer retention – and save marketing money in the long run!

**Full article:**

<https://www.engagebay.com/blog/powerful-marketing-strategies/>

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*Up 7% from the Previous Month*  
**Source Publications Pageviews**  
**Hit 695,193 in October 2023**

In October 2023, combined Source publications on St. Thomas, St. Croix and St. John achieved 695,193 pageviews, an 7% increase from September.

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

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



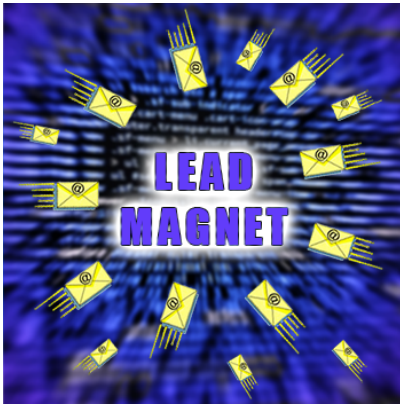
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*Lead Magnet:*

**The Powers of Attraction**

Looking to draw customers to your website – or to a brick and mortar location?

Try a lead magnet.



If the term sounds strange, it's very likely you already know all about them. In fact, you have probably responded to a “lead magnet” or two yourself.

According to the experts at *wpforms.com*, “A lead magnet is something free you offer to your website visitors in exchange for their email address.”

The article notes that lead magnets “are not only easy to make, they can be fun to create as well,” suggesting that businesses can use material that already exists.

“You can easily repurpose your most successful blog posts,” it observes, turning them “into a lead magnet that convinces people to sign up for your email list.”

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“ ... ”

*A lead magnet is something free you offer  
... website visitors for their email address.*

– *wpforms.com*

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### ***Many Types of Lead Magnets***

With lead magnets, there's no limit – except for your imagination. Anything that you know will stimulate interest and motivate a prospect or customer to bite on your offer will work.

*Wpforms.com* offers a short list of possibilities:

- Helpful ebooks
- Coupons
- Promo codes
- PDFs
- Checklists
- Templates
- Case studies



***Value is the Key***

Does your lead magnet speak to your customers? Does it solve a problem? Does it offer a tantalizing possibility? Does it provide a discount or savings?

Possibilities are endless.

The only rule is to “make sure your lead magnet is highly valuable to the user and worth them giving up their email address.”

**Full article:**

<https://wpforms.com/the-best-small-business-marketing-ideas-and-how-wpforms-helps/>

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## Help Is a Click or Call Away

The expert staff at the Source 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](mailto:advertising@visource.com) or calling 340-228-8784.



Need an ad?  
Contact  
the Source  
for fast, affordable  
ad designs.

advertising@visource.com • 340-228-8784

Click ✓ for 2023 Media Kit

The advertisement is a rectangular box with a blue border. On the left side, there is a circular logo with a white 'S' on a blue background, surrounded by orange and green segments. To the right of the logo, the text 'Need an ad? Contact the Source for fast, affordable ad designs.' is written in a sans-serif font. Below this text, the contact information 'advertising@visource.com • 340-228-8784' is displayed. At the bottom of the box, a dark blue banner contains the text 'Click ✓ for 2023 Media Kit' in white.

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## *Do You Have An Image Problem?*

### **Better Banner Ads Start with Better Images**

With banner ads, it's a truism that you only have the blink of an eye to make a good first impression.

Images in your ad gain a viewer's attention – or they don't, and the eye (and your potential customer) moves on.

With that in mind, it pays to take a look at what your prospects are looking at when your ad appears.

Some of the best advice is the simplest.

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“ ... ”

*Turn the spotlight on your product. Choose high-quality images ... to stand out.*

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“Turn the spotlight on your product,” advises *uplers.com*, and be sure to “[c]hoose high-quality images both to stand out and to streamline the viewing experience.”

The goal is to “avoid blurry, over-filtered images.”

**Focus. Concentrate. Simplify.**

While it may be self-evident to select clear images and avoid “blurry” ones, the next piece of advice from *uplers.com* is more subtle.

Use “one image per ad, instead of collages,” they argue, noting that it's “not often stressed in most banner ad best practices.”

Their logic is clear. A banner ad, they observe “is the means, not the end. It acts as a portal to something larger and beyond.”



That is, the ad arouses interest.

“You only want the visitor to take notice of your business,” *uplers.com* points out.

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“ ... ”

*A banner ad ... “is the means, not the end. It acts as a portal to something ... beyond.”*

– *uplers.com*

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The ad should encourage a viewer to become “acquainted with it more thoroughly and deeply on the

website.”

Let your ad prime your prospect or customer.

You and your website can seal the deal.

**Full article:**

<https://email.uplers.com/blog/banner-ads-design-best-practices/>

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