# Increased Sales

## Directory ads increase phone contacts by 37%

## Walk-ins increase by 15%

## First-time customers increase by 10%

## Repeat sales increase when existing customers see your ad

# Bigger Market Share

## Businesses who advertise sell 17% more than those who don’t

## Customers have greater recall of businesses that advertise

## Advertisers enjoy greater brand awareness in their area

## Consistent advertisers increase share year over year

# Cost Savings

## A one-year ad costs:

### 15% less than a color brochure

### 25% less than a monthly newspaper ad

### 35% less than a monthly magazine ad

### 50% less than a single radio spot

### 70% less than a single TV ad

# Brand Identity

## Greater customer recognition

## Higher customer recall

## Increased trust

## Increased word of mouth

## Less time spent convincing customers of your value

# Customer Loyalty Cycle

## Recognition leads to trust

## Increased customer confidence leads to repeat buying

## Repeat buying leads to even greater trust