

The **BLACKMORE VALE** Ltd

MORE THAN JUST ADVERTISING - A STRATEGY FOR GROWTH

**Control your future:
Don't Wait for Certainty, Advertise for Survival Now**

With ongoing economic uncertainty, rising costs, and shifting consumer behaviour, many businesses are pulling back on advertising. It's an understandable reaction — but often the wrong one.

History consistently shows that the businesses who stay visible during tough periods are the ones who come out stronger, while others quietly disappear.

The question is simple:

Will your business still be front of mind when customers are ready to spend?

Why Now is the Time to Act

While others hesitate, there's an opportunity:

- **Less competition = more attention per advert**
- **Lower noise = stronger brand recall**
- **Customers still need services — they just choose more carefully**

Consistent advertising now positions your business as **stable, trusted, and open for business.**

Smart Advertising, Not More Advertising:

This isn't about spending more — it's about spending smarter.

A balanced approach includes:

- Regular presence (not one-off adverts)
- Clear messaging focused on value
- Consistency across weeks/months
- Choosing trusted, local platforms

BUILD A VISIBLE AUDIENCE FROM AS LITTLE AS £100 A MONTH

[Click here to enquire](#)

The businesses that win are the ones that stay visible AND relevant.

Build Momentum Before the Market Turns:

Economic cycles always shift. When confidence returns, customers don't start from scratch — they go with the brands they've been seeing consistently.

If you wait until things improve, you're already behind.

THE BOTTOM LINE:

In uncertain times, businesses face a choice:

- Go quiet and hope
- Stay visible and compete

Only one of those gives you control over your future.

Call **01963 400186**

or email

sales@blackmorevale.net

for more details

Across our network, you gain access to:

- 9.5 million annual print readership
- 2 million website visitors
- 27 million Facebook views
- 30,000+ social followers

Hybrid Advertising Upgrades

A blend of Digital and Print

Upgrade from as little as

£15 per month

Up to **20,000 impressions**
per month