

# STOP **CHASING** CUSTOMERS. HAVE THEM **LOOKING** FOR YOU!

**Question:** Do you know the CPC (Cost-Per-Customer) for your industry or your CAC (Customer Acquisition Cost) from your monthly marketing budget? If not, we want to show you how to leverage Social Media to get more customers and a better ROI (Return-On-Investment) on your monthly advertising budget. As a business owner, your customer base is key to its growth. And the most consistent way to find new customers is by advertising and our **Client Acquisition Service** can get your phones ringing.

## 3 POPULAR WAYS BUSINESSES ADVERTISE

### NEWSPAPER ADVERTISING >

The average newspaper ad cost, depending on the circulation of the paper, the size, day, and area, can cost you anywhere from **\$2,700** to over **\$100,000** depending on these factors.



And statistics show that newspaper readership is at an all-time low, with the highest readership being 65+ for daily newspapers. So if you're not buying a quarter page of more in the middle section of the paper, this may not be a good investment.

## RADIO ADVERTISING >

Radio advertising is typically priced by the number of listeners multiplied by the cost per thousand (CPM). While station and market affect the cost, radio advertising often falls between **\$200** and **\$5,000** per week. Cost will be affected by length of advertisement, time, location, and station.



## BILLBOARD ADVERTISING >

Billboard advertising can be a great way to reach your target audience. The cost of billboard advertising is determined by the billboard's geographic market, out-of-home (OOH) rating, and whether it's a physical vinyl or digital board. Physical billboards are generally less expensive than digital boards and cost between \$750 per month (For a very small display) and \$14,000 or more (for a larger display), depending on the market. Digital billboards cost from \$1,200 to over \$15,000 per month. Plus there is an extra cost of designing the ad and if you go vinyl, there is an additional cost for material and installation. Most major market, like Chicago and LA cost between \$6,000 to \$15,000 per month.





## SOCIAL MEDIA ADVERTISING >



**Better Homes**  
Sponsored · 🌐

Like Page

Looking for your dream home? New Indianapolis area homes from the \$150s to the \$500s.

**Find Your Dream Home**

We use our experience to provide guidance & support throughout the buying process, from personalizing your home to connecting you with the right lender for your needs. See more at [Better.com](#).

AD.DOUBLECLICK.NET

The 3 advertising methods above can bring clients to your business, but to what *COST*. When using the sheer power of Social Networks, like FACEBOOK, INSTAGRAM, TIKTOK, YOUTUBE and many others to advertise your business. It places your business in front of millions of potential customers, locally and globally. In a place where they spend a large percentage of their time... right on their digital devices like computers, cell phones and PDA's. And with a

single click, your advertisement can be delivered right to their screen. All without you hassling with finding a designer, selecting news print ad sizes. Or dealing with billboards, locations, material and installation cost or making decisions on sound edits with a station rep.

### HERE IS THE PROCESS:



### THE MONTHLY COST, REACH AND ROI COMPARISON

	NEWSPAPER	RADIO	BILLBOARD	SOCIAL MEDIA
<b>COST</b>	\$2,700 to \$100K	\$800 to \$20K	\$750 to \$14K	\$2,500 to \$10K
<b>REACH</b>	10%	88%	71%	92.1%
<b>ROI*</b>	\$7.81	\$7.70	\$5.97	\$42.00

\*Potential return of every \$1 investment.

### THE NEXT STEP >

These stats show the potential of using Social Media Advertising for client acquisition for your business. Our team is here to help you get your business phone ringing! Schedule your FREE 30 minute consultation call today, <http://www.choicemediaworks.com>