ARC YOUR ADVERTISING

our Business Deserves to Be Seen and Heard. Influence Crafters Puts out in Front of the Right Audience—Every Time.

1

Amplify Reinforce Convert

A-AMPLIFY



Get Your Business in Front of Thousands

- Massive Reach TV and radio advertising give you access to millions of potential customers in your local market and beyond.
- **Trusted & Engaging** Traditional media **builds credibility** and captures attention far better than digital ads.
- Multi-Sensory Impact TV uses sight and sound, while radio taps into theater of the mind, creating powerful brand recall.
- Works for Every Business Whether you're a local shop, professional service, or national brand, TV and radio bring results.

Where Your Ads Will Be Seen & Heard

Influence Crafters gives your business access to **over 800 premium networks & platforms**, including:



Reach Business Owners, Professionals, and Everyday Consumers on the Platforms They Trust!

RENEORG

Build Brand Recognition & Become the Go-To in Your Industry

Repetition Drives Trust & Sales – Studies show people need to hear a message **7-10 times** before taking action.

Be the Brand They Remember – Unlike digital ads that get skipped, TV and radio **stick with your audience**.

Boost Your Reputation – Appearing on **respected networks** positions you as a trusted expert in your field.



Our Case Study Results

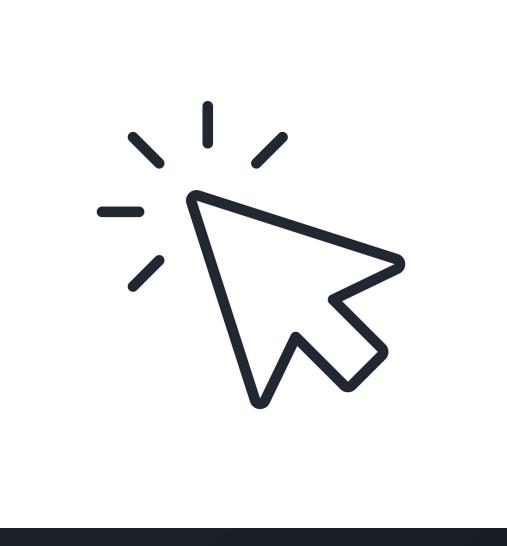
At Influence Crafters, we test and refine strategies before recommending them to our clients. Here's what our multi-channel approach achieved:

Cost Per Action (CPA) 18.9x Lower Than B2B Industry Benchmark

Our CPA: \$6.87

B2B Industry Avg. CPA: \$130.36

94.7% lower cost per action than industry standard.



Click-Through Rate (CTR) 5.3x Higher Than Industry Benchmarks

Our CTR: 2.42%

B2B Industry Avg. CTR: 0.46%

High engagement = more leads, more revenue.

100% Listen-Through Rate (LTR) for Radio Pre-Roll Ads

Unlike YouTube ads that get skipped, every listener hears our full message before their podcast episode starts.

FINANCIAL PREDICTIONS

1928 - 2022

Budgeting vs. Financial Forecasting

VING YOUR INVESTMENT'S

Strategic Placement on High-Engagement Networks & Podcasts

We placed our ads on:



Radio and TV advertising don't just build awareness—they drive **real**, **measurable action** at a fraction of the cost of traditional B2B ads.



E

Listeners biographics biograph

- Drive Immediate Customer Action TV and radio ads push people to call, visit your website, or step into your business.
- Perfect for Promotions Seasonal offers, grand openings, product launches—TV and radio create urgency.
- Easy & Effective No algorithms, no fighting for attention—just direct communication with your audience.



Why Influence Crafters?

- We Craft High-Impact CTAs That Convert Your ads won't just be heard—they'll be remembered and acted upon.
- We Optimize Response Tracking Easy-to-remember phone numbers, URLs, QR codes, and promo codes drive measurable results.
- Full-Service Support From strategy to execution, we handle everything so you can focus on your business.

Take Your Business to the Next Level with nfuence Crafters

Need Custom Solutions? Let's Talk!

Whether you're looking to **launch your first campaign** or **scale your current marketing**, Influence Crafters is your go-to partner.

Let's craft a winning media strategy for your business today!