



ARC YOUR ADVERTISING

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



**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!



R - REINFORCE



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.



Strategic Placement on High-Engagement Networks & Podcasts

We placed our ads on:



EARN YOUR LEISURE



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



C - CONVERT

PERSON

Roll

MOS/SYNC

E

A woman with curly hair, wearing glasses and a yellow sweater, is smiling and talking to a man in a white shirt and blue cap. They are in a kitchen setting. The man is holding a clipboard and looking at the woman. The background shows kitchen cabinets and plants.

Turn Viewers & Listeners into Paying Customers

- **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 Influence 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!