Advertising for SCV owners

Where to show up. What to say. How big the deal should be.

Let’s talk like owners

Advertising is an essential part of owning a business. It can also be daunting. Where should you advertise? What should the ad say? How big should the coupon be so a new customer actually walks in — and you still make a profit?

Those three questions are the whole job. Get them wrong and you spend money to look busy. Get them right and one good first visit can turn into a regular.

1. Where should you advertise?

A new customer is not free. If you buy the visit with ads, here is what owners like you are often paying:

- Restaurants and local hospitality: about **$15–$50** per first-time guest
- Retail shops: about **$25–$100** per new customer
- Services (auto, dental, HVAC, legal): often **$200–$800** per new customer

A single Google click now averages more than **$5** before anyone comes through the door. Paid social for a small local business commonly lands around a couple hundred dollars per customer. The healthy target is still simple: earn at least **$3 back for every $1** you spend to get them.

That is why SCVBD exists. We are not trying to sell you the whole internet. We put you in front of Santa Clarita, Valencia, Newhall, Canyon Country, and Stevenson Ranch people who are already looking for a place to eat, fix the car, or get a haircut. Local reach costs less than shouting at Los Angeles.

2. What should the ad say?

The ad should answer one question in five seconds: **why should I come in this week?**

Name the business. Name the neighborhood. Name the offer. Give an end date. “Family owned since 2009” is nice. It does not get someone off the couch. “Buy one entrée, get one free through Sunday in Newhall” does.

If you add an owner video spotlight, say the same thing out loud. People buy from a person they just met. The stamp then gives them a reason to act before they forget you.

3. How big should the deal be?

The deal has to be strong enough to change a plan, and small enough that the second visit still pays you.

A polite **10% off** usually does not move the needle. On a $22 lunch, 10% is about two dollars. Studies on live offers keep landing in the same place: discounts under 10% often go unnoticed, and 10% rarely changes behavior. The range that starts to work is usually **15–25% off**.

The shape of the offer matters as much as the number:

- **Everyday tickets under $100** (lunch, coffee, salon, most shops): use **percent off** or **BOGO**. “20% off” or “buy one, get one” feels bigger than “$2 off.”

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- **Tickets over $100** (auto work, dental, catering): use a **flat dollar amount**. “$40 off your first service” beats “20% off” for most people, even when the math is similar.
- **BOGO** is often the strongest restaurant offer. Promo data puts redemption near **78%**, ahead of dollar-off and percent-off, because “free” is easy to feel.

Keep a profit. If your food or product margin is 40%, a 10% discount means you need about one-third more sales just to break even. A 20% discount can mean you need to double the volume. So do not stamp 20% off everything, forever. Stamp a first-visit offer, a weekday lunch BOGO, or $25 off a first service over $150. Get them in. Make the second visit full price.

We would rather put a strong stamp on one honest deal than fill the directory with 10% off that nobody uses. If the offer can get a new neighbor in the door, the advertising is doing its job. If it cannot, save your margin and we will help you write a better one.

Numbers from 2025–2026 local and small-business customer-acquisition benchmarks, WordStream search-click averages, restaurant promotion redemption studies, and research on percent-off vs. dollar-off (including the “Rule of 100”). These are guides, not guarantees. Your ticket size and margin decide the final offer.

How SCVBD helps you run that

Same green-stamp look as the rest of the site. You bring the business. We help you pick an offer that can actually pay for itself.

Owner Video Spotlight

Your face + a real reason to come in

- 60–90 second owner story on SCVBD and social
- Homepage spotlight card
- Green Stamp with a first-visit deal that can still profit

Green Stamp coupon

The coupon is the ad

- Your offer on the dark-green stamp card
- We help choose 15–25% off, $ off, or BOGO
- End date so you are not giving the store away

Example stamp: Your Kitchen — Buy one entrée, get one free · weekday lunch

Featured listing

Show up first when they search

- SCVBD FEATURED seal on your card
- Priority in search and category
- Add a Green Stamp when the offer is strong enough

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Not sure what the deal should be?
Tell us your average ticket and your margin. We will help you write an offer that can get a customer in without giving the business away.

Get in touch

Form on the live page asks for: business name, contact name, email, phone, what they want help with (where to advertise / featured listing · what the ad should say / owner video · how big the coupon should be · all three), plus average ticket and the deal they are considering. Submit goes to **contact@scvbd.com** with subject “SCVBD Advertising.”

This PDF is a readable handoff of the advertising.html mockup (mobile page layout, forest-green stamp theme, packages, and inquiry form). Developers: also use the accompanying .html file. Image placeholders referenced by the mock: scvbd-logo-stamp.jpg, scv-valley-hero.jpg, scvbd-featured-seal.jpg.

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