

ONLINE BANNER MARKETING STRATEGY

Is Online Advertising a Viable Alternative to Print Advertising?

Absolutely! While print advertising is still considered a solid branding representation, the cost of print placements has remained an expensive investment among the various available advertising media options.

CONVERTING YOUR ADVERTISING DOLLARS

Online advertising via interstitial and/or banner ads has become an increasingly popular promoting media, and for very good reasons: aside from a significant cost reduction, online advertising provides a true interactive link to your website or your landing page. Furthermore, just like email marketing, the hits and clicks can be monitored, allowing an accurate assessment of your campaign's success. Please see below 10 Tips to engage successfully with Online Marketing:

1) Why Does Online Advertising Cost Less Than Print?

Printing costs are the primary reason. Online advertisement doesn't require printing and the savings can be passed to the advertisers. For the price of a one-time, fractional print ad, you could offer your business an online campaign for several months.

2) Should I Give-up My Print Advertising Dollars?

You will get far more bang for the buck with online banners. However, occasional print presence, combined with regular online campaigns will be highly effective. Prioritizing special issues for a few print ads a year and converting your remaining advertising budget to online banners on a more regular basis will greatly enhance your promoting power.

3) Which Website Should I Target?

If you are already advertising in a consumer or professional publication, chances are they have a corresponding website. When going to their website, look to see if they carry advertising banners. If so, go to the "legal links" and look for advertisers information. This will allow you to compare online with print.

4) How Do I Drive Leads From My Online Banner To My Website?

One advantage of an online banner is that it can carry a web link. When clicked, it will drive potential customers wherever you want them to go. The link can be changed periodically.

5) Do I Have Any Flexibility With Online Advertising?

There are file size limitations but they are more liberal than email blasts. Theoretically, you can change banners and links as often as you'd like. You're renting the ad space so it's up to you. For strong campaign effectiveness, we do recommend to rent 30 days at the very least, but 3 months would be more effective.

6) What Makes An Online Banner Successful?

There are some basic guidelines to work with:

- a) Have a palatable offer
- b) Make absolutely sure that your website or landing page has a registration page
- c) Keep your branding consistent
- d) Text content should be succinct and to the point
- e) Use relevant and attractive graphics
- f) Keep the rotating frames to a maximum of three.

7) How Can I Make My Banner Eye-catching?

Since your banner will appear on a website, there is, for example, more flexibility than with an email blast. Use high-quality images. As the banner will be optimized for file size, you want to maintain a good visual quality. You can also add some simple animation behavior with some of your elements. Just be aware that complex animations may exceed the file's allowed size.

8) By Which Mean Do I Maintained My Audience's Interest?

In reference to Tip 5), frequency is a key factor. You need to keep your banners online long enough to be seen and remembered, yet change them often enough to stay fresh. The offer you will advertise can make or brake your campaign, so try to be anew and creative. Use them to promote events and special offers as well.

9) To what degree will I know if people are clicking my online ad?

Just like any part of a website, you can get an activity report on your banner's click rate. The page views analytics where your banner is located will also give you a strong sense of traffic. Two words of advice: Do obtain pages analytics before you advertise on a website, so you make sure your banner fits the page's topic or section so it will be viewed as much as possible. Do request from the sales rep that you receive monthly reports of your banners' activity. Not all websites provide this information automatically.

10) What Will Convert Visitors To Potential Customers?

Assuming you have a registration page (see Tip 6), visitors clicking your banner will be forwarded to your website's or landing page's registration. Once they register, provide their information to you and agree to be contacted, their email record becomes your legal, opt-in property. You can then collect them and built your own email marketing database. If they choose to opt-out, you can always follow-up by phone.

Feel free to contact us for more information at info@e-outbox.com or call Eric at 973-320-5576 / 201-618-1328. You can also browse our website at www.e-outbox.com. Remember, our initial consultation, website analysis and/or estimate are free!