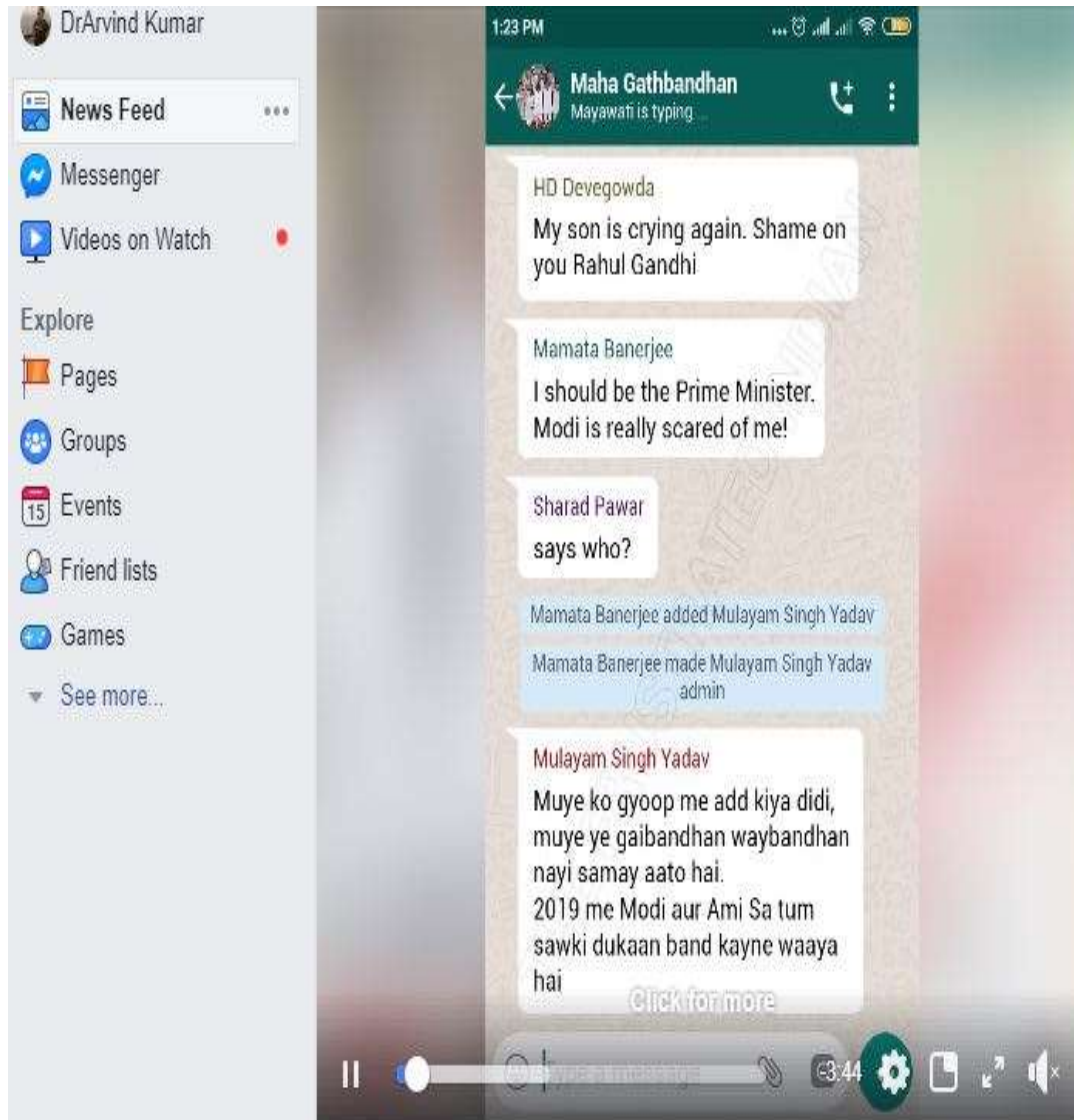


Marketing with paid online advertising

Banner Advertising

- Linkable online display advertising, broadly called *banner advertising*, is **one of the more expensive methods** of online promotion.
- From a strategic perspective, banner ads work well for branding, often pushing traffic to your site after running for a period of time.
- In addition to banners, consider less expensive newsletter and site sponsorships, and online classifieds.
- Depending on your budget, you might want to explore one or more of these paid advertising options.

Banner Ads on Facebook




45,275 Views

The Frustrated Indian

Follow

Your Pages (2) ...


Sponsored [Create ad](#)



AI Product Recommendation Engine

AI Powered Product Recommendations
limespot.com

Do you already leverage AI Product Recommendations on your store?



vistaprint.in
What's your print? EMBROIDERED POLO T-SHIRTS


Personalised Polo T-shirt
www.vistaprint.in/polo-t-shirt

Get the finest embroidered logo of your brand on personalized Polo T-shirts for men and wo...

Banner Ads

Figure 12-2:
Banner ads
are the most
expensive
form of
customer
acquisition;
by
comparison,
customer
referrals are
free.

\$ Cost per New Customer Acquired



- Banner Advertising
- Traditional Media Support
- Email/Newsletter Sponsorship
- Affiliate/Partnering Programs
- Paid Per-Click Placement
- Opt-In Email
- Free Links Negotiation
- Search Engine Optimization
- Customer Referral

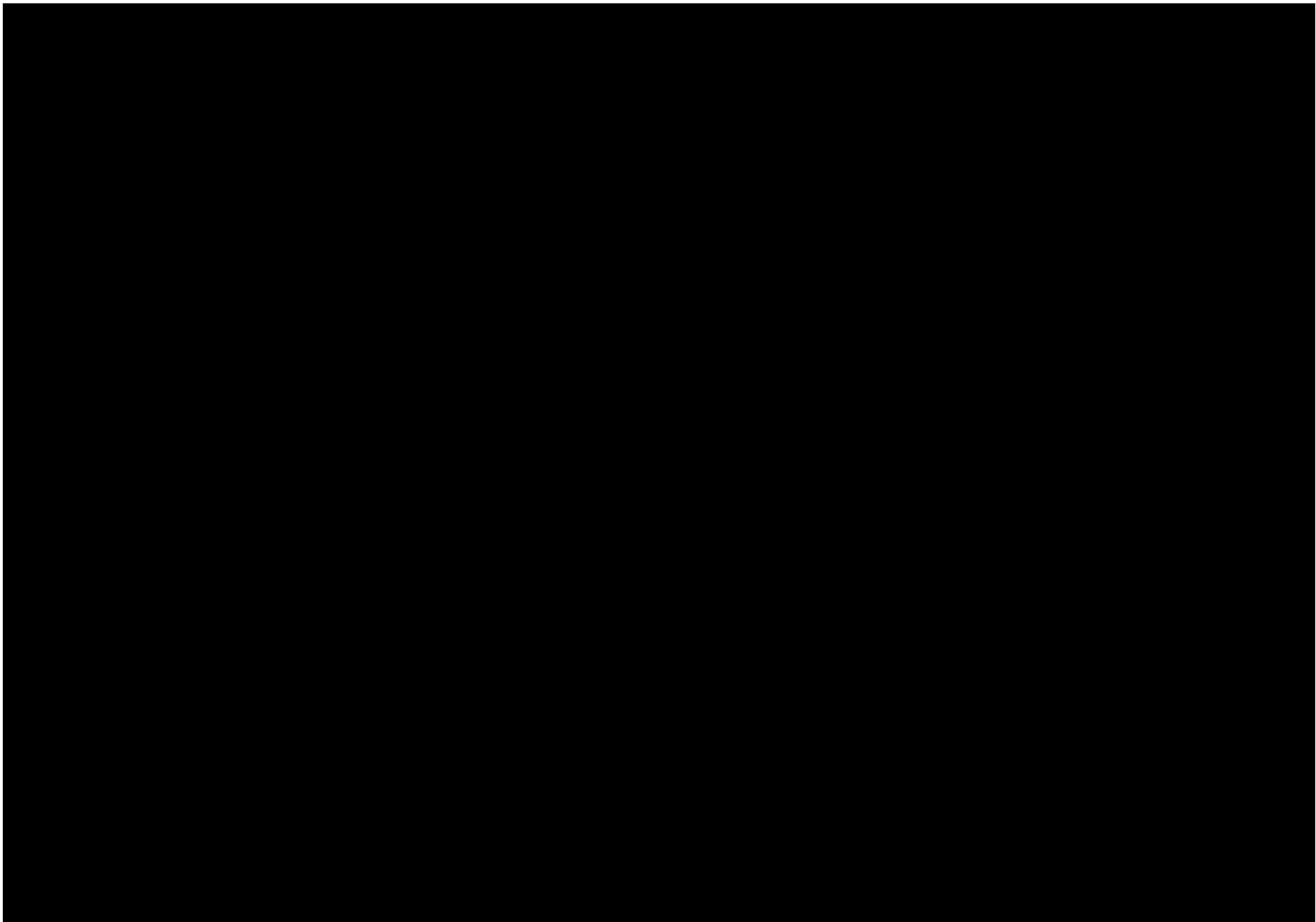
- You need **good *creatives* (ads) to compete in the banner world**, go to a pro, especially for rich media ads using Flash, video, or sound.
- Some networks will create your ads for a price or offer banner builders onsite.
- You can place ads yourself by reviewing online media kits, calling individual Web sites that post ads (called *publishers*).
- An online marketing company or ad agency can also help with your media buys.

Paid Online Advertising:

Paid online advertising comes in a variety of forms:

- Static banner ads in various sizes.
- Animated GIF or Flash ads.
- Other rich media ads involving video or sound.
- Pop-ups, which infamously appear over a page
- Pop-unders, which are visible when you close a window
- Expandable ads that grow to cover more of a page when users hover over them

- **Flash ads** are interactive web banners made with Adobe **Flash** that can feature complex animations, movies and sound. This technology became extremely popular online because of how it can react to users. For example, an entire **ad** can transform into a full multimedia experience—all with a simple mouse-over.
- **GIF Ads** - **GIF** banners are animated or static images that contain images and text and carry the **.gif** extension. Animated **GIFs** comprise a number of images (frames) that are displayed one after another and thus creating the sense of motion. ... The name **GIF** stands for “Graphic Interchange Format”.



Estimating costs: Unlike pay per click ads, *charges for most banner ads are either cost per thousand impressions (CPM) or a flat rate per month, quarter, or year.* The more targeted the audience, the more you pay. Decide how much of your overall marketing budget to dedicate to paid banner advertising. Drive your spending from your budget, not by costs.

Various factors affect the rates charged for ads:

1. Size and type of ad; Flash ads with only a few images can generally run for the same price as static banners
2. Location of an ad on a page
3. Number of ads sharing the same space in rotation
4. Pages of the site on which an ad runs; ads that appear on every page are called *run of site* (ROS)
5. Length of contract for running the ad

- **Doing it yourself or using an agency:** You might pay a premium of 10–15 percent over the cost of direct placement if you use an agency or network to place your ads. The CPM on some ad networks is fairly low, which indicates that the audiences are rather broad. If you plan to run ads on only several sites, you can probably handle placement yourself.
- **Deciding where to advertise:** Rates are usually lowest for run of site (ROS) because ads might appear on many pages that get relatively few viewers. Rates are highest for the home page, which is usually the most highly trafficked page on the site. You might do well to select an inside page at the second or third level. Rates are lower, but visitors to the page might actually be better qualified as prospects for your site.

- **Choosing banner types, sizes, and position:** The best positions for ads are on the right side by the scroll bar, as close to the top of the page as possible, but definitely above the fold. Rectangles integrated with page layout also work well. Avoid standard banner ads (468 x 60 pixels) at the top of a page — viewers ignore them. If you can't afford big ads, take small ones in a better position. If a Flash ad fits within the same file size limits set for a static ad, you usually won't pay more for it.
- **Evaluating results:** At the very least, publishers should provide the number of impressions and the CTR, by ad and by page. Small publishers might provide this only once a month; others might have an online dashboard for viewing results in near real time.

Making Banner Ad Decisions

You need to make six tactical decisions about banner ads:

1. How much you're willing to spend
2. Whether you'll handle the campaign yourself or use a network or agency
3. Where to advertise
4. What type of ads you'll run
5. How to evaluate the return on investment (ROI) of your banner campaign
6. Whether it's appropriate to use paid advertising in non-traditional venues like video or blogs

Sponsoring Newsletters and Sites

- Sponsorships, which garner only 4 percent of online ad spending, are often overlooked as a means of increasing your company's exposure on either for profit or not-for-profit sites.
- **Newsletter sponsorships:** Offered by the issue or by the month.
- **Site sponsorship:** A specific and distinct section of content located on a Web site that is often **sponsored** by a single advertiser. The **sponsored** content will often match the subject matter, as well as the targeted audience, for the advertisement on the **website**.
- **Integrated sponsorship:** Combines both of the previous, with added visibility for company name and logo in other offline media.
- A 2005 study by Performance Research found that viewers were more likely to consider purchasing from a sponsor (41 percent) than from an advertiser (23 percent).

Advertising with Online Classifieds

- Choose from either free or low-cost independent classified sites, classified sections of MySpace, Yahoo! and other portals, or product-specific classified sites for cars, apartments, and pets.
- Generally designed for local advertising, you must post classifieds on multiple sites for broad coverage.
- Writing a good classified is an art. Keep the following principles in mind:

1. Grab attention with the title, using strong, emotional words that pack a punch.
2. Repeat descriptive text from the title in the body of the ad for maximum impact.
3. If you're offering a service, include the main benefit in the title.
4. Don't use all caps.
5. Avoid excessive use of exclamation points.
6. Include a picture, if possible.
7. Tell people what they have to do to get more information or make a purchase (call to action).
8. Include a link to your Web site, which is good for search engine ranking, too.
9. To avoid receiving spam, don't post your e-mail address online.
10. Test different titles and copy to find out what works best.
11. Write separate ads for different items.
12. Proofread your ad carefully for correct spelling and grammar.