

I can't really say that the multitude of ads I am constantly bombarded with make me act or cause me to finalize a purchase. Furthermore the ads I come across are more of a nuisance and really not helping me do what I initially set out to do. I just thought I would put that out there since I don't really think the majority of online ads are useful whatsoever. On the other hand, there are a gazillion ads I run across, so obviously it's working on somebody.

I'm pretty sure the most ineffective type of online ads for me are the **pop ups**. Those annoying little treasures can be found on almost every blog or newspaper site online. I find myself not reading the content and just looking for the close link after they conveniently cover up what I was focusing on. It's sort of like being in a conversation and then a salesman comes out of nowhere and starts talking to you about something completely off topic. Again, those must be working on somebody because they are absolutely everywhere and seem to be gaining popularity, which really, really sucks. I guess I can see them working more for me if they were extremely simple, as in a capturing picture and three words that portrayed the meaning of the ad.

Another seemingly pointless online marketing ploy is to **show products that you have already looked at on another website**. This has been happening to me quite often lately because I have been frequenting websites that give reviews on certain bikes because I would like to make an informed decision when buying a mode of transportation to my job. It's not like I am swimming in dough and can just buy the first thing that I see flickering on the sidebar of a site. So I read like three reviews on a bike and all the sudden the whole internet is ablaze with ads showing me the bike I already have been researching and know about. It seems a little pointless to me since I have already researched the bike and have moved on, but again, this type of online

marketing is used absolutely everywhere so I imagine it is working rather well. Maybe this is great for people who forget what they have been looking at for the past two days?

I think an effective but also annoying online marketing strategy is **email ads**. It's effective because you can always see what's new or on sale at the store, and if it's anything like REI or Backcountry there is a ton of stuff to look at. The annoying part for me is most of the time I am happy with what I already have. For instance, a while ago I bought a pair of climbing shoes from Backcountry. I got them and they're sick, but it wasn't a week went by and Backcountry sends me an email showing off a bunch of climbing shoes. So I just bought climbing shoes from you and you think I need to buy more climbing shoes? I don't get it but it must be working. On the other hand I have received follow up emails that have been super helpful. For instance, I bought a camera from B&H Photo and about a month later they sent me an email showing some stuff that is comparable with the camera I bought. It wouldn't make much sense for them to send me an email advertising another camera, stupid Backcountry. Instead they sent me relevant products which was helpful even though it didn't get me to buy anything.

Another annoying but effective way to market online is mandatory **commercials on Youtube**. I mean you have to watch them; there's no way to opt out. I guess sometimes they are so gracious to allow you to only watch five seconds until you can skip the ad, thanks guys. These are insanely effective because you are forced to watch the ad. "Hey! Your car has broken down and you need to watch a how-to video to fix it? What's that? You only have ten hours to spend on a twenty hour job? Let us help you out by taking forty-five precious seconds that you will never get back to show you something that you have no interest in!" I think most of the

precursor Youtube ads go something along those lines. I can't say these have ever worked on me but since they are on every Youtube video I can only assume they are pretty good at getting somebody to click on the ad.

I have seen a lot of websites have **promotional hero images on their landing pages** usually promoting a seasonal sale or something of the like. Some of these have worked on me if they apply to the product I went to the site to research beforehand. I can't say promotional ads work on me most of the time because they are usually selling cloths and I shop at the second hand stores because I'm awesome. But when I go to Backcountry to buy a cam for rock climbing and on their landing page is a huge hero image that has a picture of a cam and it says all climbing gear is on sale, I sort of click on it.

Another way ads get me is in the **results on a Google search**. They are the sponsored links that usually give you four or five different stores that carry the product you are looking for. It's like the best tool in the world when you quickly need to see the price of something and want to compare it to other prices. If you want more comparisons you can see them by going to the shopping tab in Google. Pretty stinking nice.

Again, I personally have never bought anything from strictly searching and then seeing an ad, clicking on it, and then purchasing. It usually takes time for me to go through with buying something. Then again I am not like most people who have extra money to spend. I pretty much always do a ton of research when I do have money to buy something and ads seem to just get in the way of me getting the information I need.