

Cheap Internet Banner Advertising - Friend or Foe?

For years internet banner advertising dominated the World Wide Web. Everyone was bidding ridiculously high amounts of money for banner advertisements. Then came the dot com crash and banner advertisements lost its luster. Internet banner advertising has become a thing of the past, or has it? The truth is there is still a place for internet banner advertising, now I'm not saying that the banner ad is making a comeback. But, they have gotten quite a bit cheaper, to the tune of mere pennies, over the years and if you utilize them right they can be a great marketing tool for your online business.

Internet banner advertising used to be simple! All you had to do was throw up some flashy banners and wait for people to come crawling to your web site. Those days are over, now you have to earn their click with great copywriting. But, that is ok because I am about to show you some simple techniques that will allow you to put the banner ad back in your marketing arsenal.

The following steps will help you transform your cheap internet banner advertising into a priceless marketing weapon. With these simple instructions, there will always be traffic on your web site.

1. For starters forget about all of the flashy stuff! To get the clicks you need to use great copywriting. With a banner ad you have limited space so every word must count. You need to capture the reader's attention in your first statement. If you don't, you will not get the click. It is best if you can make your banner ad look like a traditional classified ad.
2. The placement of your ad is critical for your success. You need to find the right network and make sure you list your ad on sites that focus on your niche. It is a waste of money for you to do otherwise. In short, don't waste your time placing a banner ad for internet marketing in a network of web sites that focuses on gardening.
3. The objective is to convert words into clicks with your banner ad. Now that you have found a good advertising market for your ad you must focus on the content. As I said earlier, it is best if your banner ad appears like a newspaper classified ad. The trick is to develop an ad using just 2-3 sentences that will get the web surfers attention. That takes a strong headline followed by a sentence that leaves them wanting more, forcing the click you desire.
4. The key to any good advertising plan is testing. Most internet banner advertising companies will allow you to run more than one banner ad. They rotate your ads through their network of sites and you are provided the clicks per impression information for each ad. This enables you to test different ads with different copy to see which one gets the most clicks. When you find an ad that gets a click thru rate of over 3% you have found a winner. Take that ad and buy more impressions and expand it to other networks.

In summary pick the right network of web sites to run your first ads. Write attractive ads with great copy, then test, test, and test some more. Find that winning ad and expand your advertising sphere.

Internet banner advertising can be an effective form of marketing online. Even though banners aren't as useful as they used to be, their steep discount in cost can make them as effective as pay per click advertising with the right ad. Follow the steps outlined above, test your ads until you find a winner, and then expand your reach with a high converting ad. If you do you will get cheap traffic to your site and start cashing in on that cheap internet banner advertising.

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About the Author

Internet Banner Advertising is a great way to enhance your internet marketing efforts. Mark Williams has other tips and Internet Marketing Strategies to help your marketing efforts at: <http://www.onlinemarketingreviews.com>