

Beginner's Guide to Banner Advertising

Produced by ElegantBanners

www.elegantbanners.com

Downloaded from:

www.elegantbanners.com/guide/

Copyright 2010 © ElegantBanners.com – All rights reserved

You may redistribute this document freely without modification of its original contents (this includes all branding as well). You may **not** resell this document, it must be provided with no cost.

1.0 Introduction

What is a banner ad?

Ever seen those box-like ads all around the internet? Some small, some big. Some with sound, some without. Some animated, some static. They're the billboards of the internet - a platform for you to market your products and services to the internet world and beyond.



Why are banner ads important?



Banner ads provide a scalable, easy-to-deploy solution when it comes to marketing. Not only can you start an ad campaign relatively easily for your business, but the results are monitor-able to a high degree. You can track conversions, click-through rates and impressions in order to optimize your campaigns to get the most out of your ad marketing dollars.

Are banner ads appropriate for my business?

There's no quick answer to this question, however, there are some indicators you need to consider before you decide on using banner ads to promote your business:

- Do you have an online business, or a business with some kind of online presence?
- Does your business website have some kind of trackable goal? (Mailing list sign-up / purchase?)
- Is the goal profitable enough to justify ad spending (both in the short term and long)?

These are just a few of some of the questions you need to be asking yourself when considering an ad campaign. It can sometimes be a little difficult to gorge the full results of your campaign. Yes, you know how many impressions, clicks, and conversions you received, but there's nothing to record the long-term exposure and branding advantages too.

Also, maybe you have a product that could greatly be advantaged by an affiliate program? If so, you'd need to provide your affiliates with some awesome banner ads that they can use to promote your product.

2.0 Ad Strategies & Considerations

How to approach your banner ad campaign

Once you've established whether banner advertising suits your business and would be beneficial, you can move onto thinking about strategies and implementation. The best ad campaigns are well-thought out and planned so be sure to take a little time out to get your ideas together properly so you can produce an effective campaign.

What should my ads focus on?

If you're undecided with regards to what kind of message you want your ad to portray, then start with a list of the most impactful advantages of your product/service. Is there any major advantage that would sell the product/service alone? Is it a great time-saver? Really think through your business and identify the major sale points.

It's these powerful sales points that you need to be focusing on. You don't want your ads crammed with a million advantages to your product/services - you need to get one central, core idea across.

Banner Ad Examples



Animated or static?

Banner ads can be both animated or static in nature. Generally, animated banner ads have higher click-through rates (CTRs) than static ones. However, an animated banner ad isn't necessarily always the best option. Animated banner ads give you the opportunity to lead the viewer through your sales copy, with multiple messages or frames which gradually build up to (hopefully) powerful enough climax for the viewer to click through to your site. Static banner ads don't provide this liberty, but can still be just as effective through creative sales copy and design.

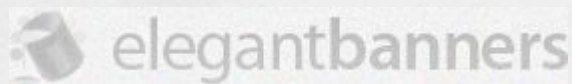
3.0 Ad Creation

How do I get my banner ads made?

Once you've established the sales copy of your ads and you have an idea of the kind of style you're after, you can move onto getting the banner ads created.

Usually, this involves getting in touch with graphic designers (in-house or freelancers) and commissioning a set of ads to be created in certain [standard dimensions](#).

Alternatively, there are dedicated banner ad creation services in existence that focus on solely creating banner ads for these kinds of campaigns. [We're one of those services](#), so if you're looking for custom [web banner design](#) from people who intricately understand advertising then [ElegantBanners](#) is for you.



If you're planning a banner ad campaign and need help on your sales copy, ad sizes, or need some custom banner ads created, be sure to [get in touch](#), we love getting involved and helping out people with their ad campaigns.

Some of our work...



PUBLISHION
MAKING BLOGGING AN ART FORM

Free Download



zferral .it

Custom Referral Programs

Sign up for free



VANDELAY *premier*

Premium Quality
Resources for
Designers

Only \$9/month

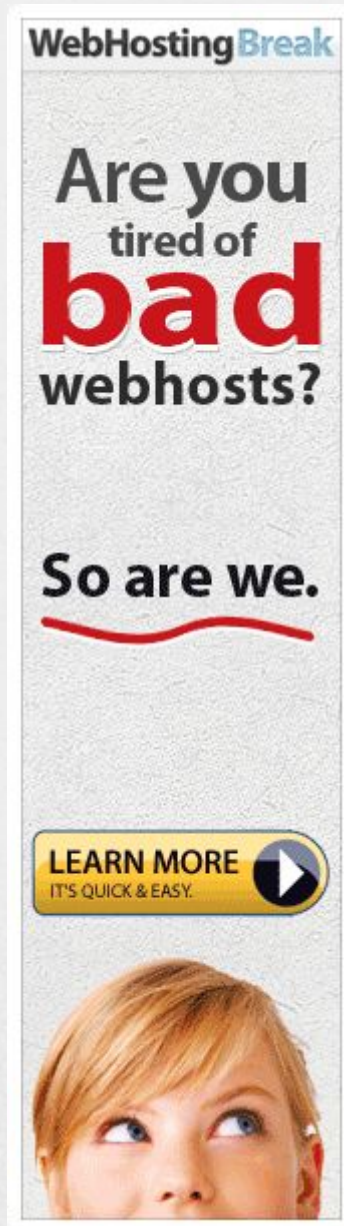
Learn More



WebHostingBreak

Tired of
bad
web hosting providers?

FIND YOUR PERFECT WEBHOST
IT'S QUICK & EASY. NO EXPERIENCE NECESSARY.




WebHostingBreak

Are you
tired of
bad
webhosts?

So are we.

LEARN MORE
IT'S QUICK & EASY.



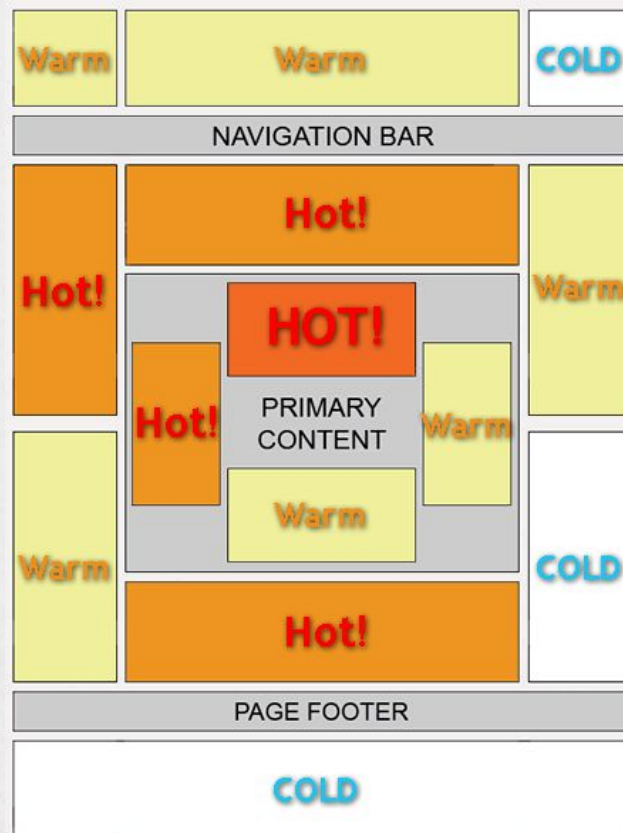
Need custom banner ads designed for your business? [Click here.](#)

4.0 Best Practices

When it comes to your banner ads, there are a few best practices that'll help your campaign along the way and help increase click-through rates with your banner ads. Let's discuss a few of these best practices.

Ad Placement and Position

The placement of your banner ads on a website is a very crucial factor to engagement and click-throughs. There have been numerous studies into the relative click-through rates of ads in certain general areas of a webpage. For example, in general, ads that are near content tend to perform better than ads out on the periphery of a page.



(Available at <http://www.squidoo.com/heat-map>)

The placement of your banner ads on a website is a very crucial factor to engagement and click-throughs. There have been numerous studies into the relative click-through rates of ads in certain general areas of a webpage. For example, in general, ads that are near content tend to perform better than ads out on the periphery of a page.

Area on webpage	Ad Response %
Content	44.66
Heading	27.32
Right Column	9.28
Left Column	7.88
Below the Fold	1.93

Powerful Heading

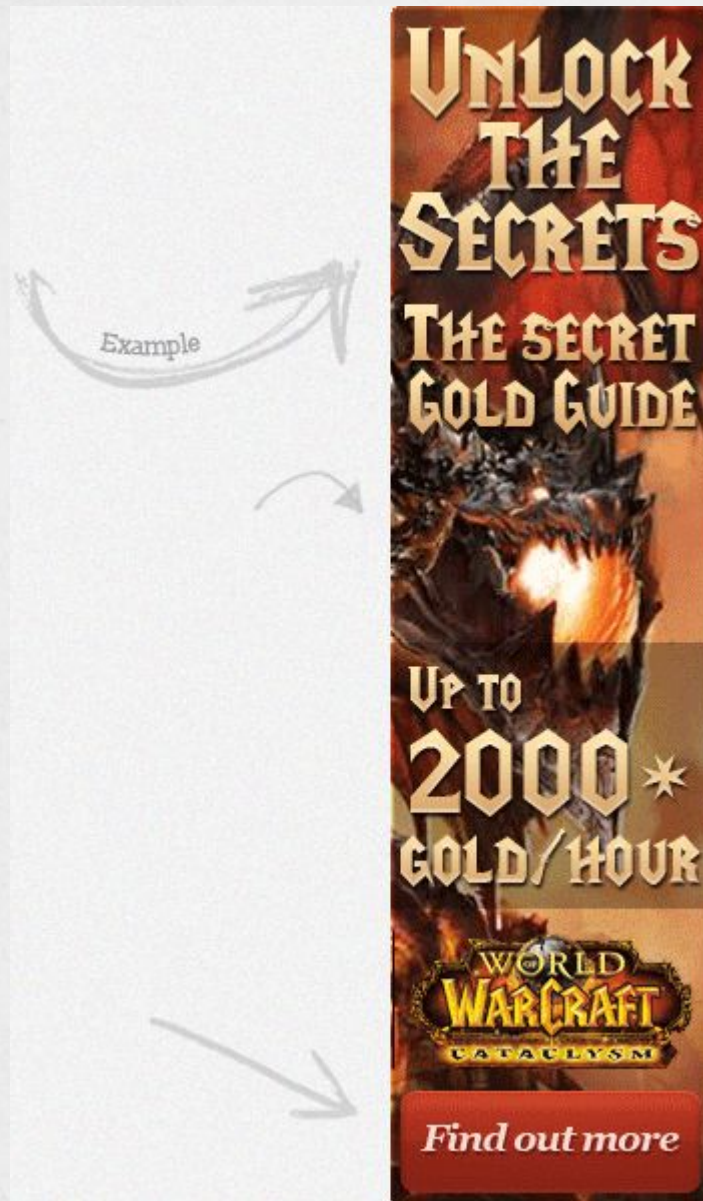
A good, strong heading that demands attention is an essential feature for any banner ad. Remember that a visitor's eyes will scan a page within seconds to you need to have something to catch their attention within those critical few seconds. Also, if your heading isn't powerful enough, you'll fail to retain interest in your offering, and lose a potential visitor to your site.

Attention-grabber

You could also try implementing an additional "attention-grabber", for example, some form of interesting illustration or graphic (something more than just text). Just look at the dragon-like creature in the banner ad to the right (the ad was designed by [ElegantBanners](#)).

Call-to-action

Right, so you've got someone looking at your banner ad, now what? Tell them how to proceed! Yes, the natural inclination of the person would be to click the ad anyway, you can't just assume they'll do it. Provide some kind of call for them to explore the offering more.



Beautiful
Custom Banner Ads

100% Awesomeness
Guaranteed

Get Yours Now

elegantbanners

click me

Animation

Animation also plays a big role in getting people's attention with your banner ad. Studies show that animated ads outperform static ads altogether as motion grabs the user's attention. This doesn't mean you go overboard with animation either, the best ads are shorter than 15 seconds, and have fewer rather than more frames.

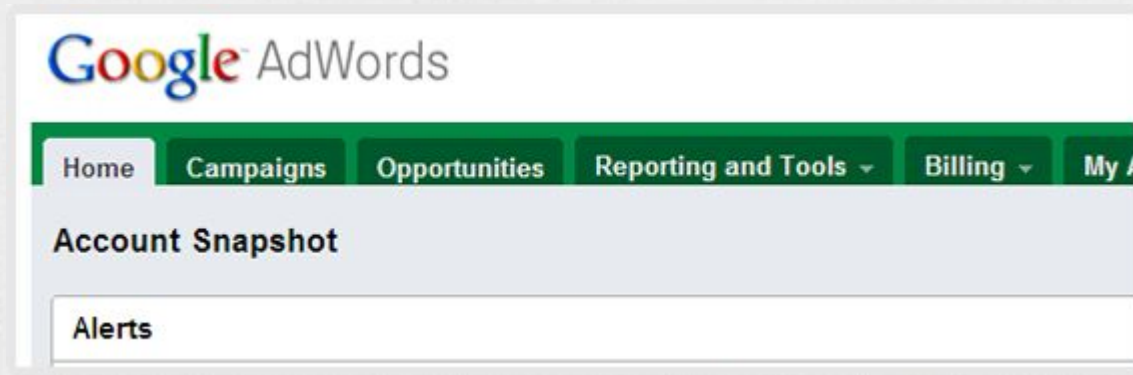
(The ad to the left is an animated gif but does not function in a PDF document).

5.0 Tracking

Google Adwords

There are numerous ad networks available on the web that you can choose in order to get your banner ads on a whole host of different websites. One of the biggest is Google's ad network which include both text-link and display ad options (display ad is another way of saying banner ad, or image ad - it just includes Flash objects too).

[Adwords](#) has in-built tracking capabilities which allow you to monitor impressions, click-throughs, and a whole host of other data. Combining this with [Google Analytics](#) provides a very powerful tool-set that allows you to optimize pages and ads for higher conversions.



Third Party Solutions

Most major ad networks provide tracking features so you can tweak your campaigns accordingly. However, if you decide to buy ad spots directly from the websites rather than going through an ad network, you may need to utilize third party tracking solutions.

Conclusion

In order to get the most out of your ad campaigns, you really need to focus on the nuances. Look at every factor: position, size, colors, targeting and keep iterating and tweaking your campaign to maximize ROI.

Any questions about this guide or need some help with your banner ad campaign? [We'd love to hear from you.](#)