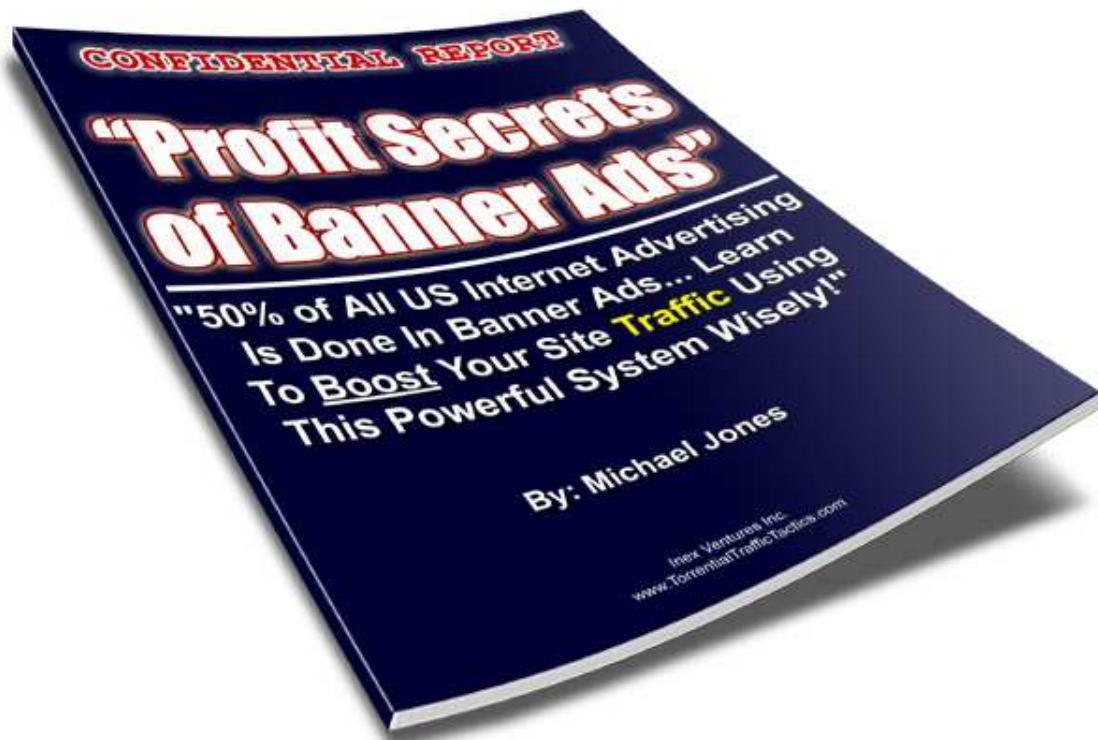


Profit Secrets of Banner Ads

By: Michael Jones – [CLICK HERE FOR MORE TRAFFIC](#)



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Banner Ads were hot when the Internet was first evolving & exploding but since those days many now claim that banner ads are no longer effective.

Reality proves the exact opposite - according to the Internet Advertising Bureau, the Internet advertising industry in the USA has grown every quarter for the last four and a half years, reaching \$4.1 billion in revenue - **Banner ads currently account for 50% of all USA Internet advertising.**

Do you know that a good banner in a targeted place can generate around a 1 % CTR (Click Through Rate), which is considered VERY HIGH? Wouldn't you like to get that kind of traffic?

In this report, you will learn:

1. The advantages of banner ads
2. How to create a good banner ad
3. How to generate a huge amount of traffic using banner ads
4. How to track the performance of your ads
5. How to find out if your ads are really profitable

The Advantages of Banner Ads.

Today there's a mature market built around banner ads, based on sites that know what to charge for them, buyers who know what to pay for them, and users who know what to expect from them.

Banner ads succeed at the engagement layer, or in other words, a user doesn't have to do anything except glance at it quickly to get a branded message.

Banner ads work in the realm of "Less can be more" - it is an easy teaser, which stimulates the viewer to want to get additional info. This viewer is a potential customer who is just one click away from your business or product.

A properly placed banner ad is one of the most cost effective ways to drive customers to your website, turning it into a "proactive" tool for your business by placing your information and link directly in front of your potential customer base.

You can easily analyze the effectiveness of banner ads. Not only can you see how many times the page was viewed, you'll also know how many of these views were converted into clicks, and how many of those clicks were converted into sales.

Even viewers who don't click through on your banner ad will be exposed repeatedly to your name and product in context with your business message, building repetition that can lead to a click through when the timing is right for them.

What Makes A Good Banner Ad?

With banner ads the real message is on the other side of the banner (on your landing page) and clearly advertisers want more than just a superficial brand image to be shown.

If you want to achieve good campaign results you should create attention-grabbing ads - that will make your campaign effective.

How do you get an attention grabbing ad or banner?

Well, that depends on the mixture you use to combine the text with the graphics.

Let's look at a few tips that can help you in this important task. To start with let's handle the **text element**:

Before you can create a compelling ad, make sure you know the objectives of your campaign: What do you want to accomplish with this campaign? What action do you want online users to take when they see your ad? How are you going to make them do that? These questions will make it a lot easier to succeed because when you jot down the answers you'll get lots of ideas.

Next, visit some major sites that are related to the product / niche / industry you are trying to promote. See what kinds of banners are used. What kinds of messages are conveyed and how do they prompt users to take action?

Now that you have a much better idea as to what kind of text you want to use write a few versions of your message for your ad.

Make sure your message is clear, readable and understandable.

For example – if you use fewer words you can make your font size bigger, which will make your message a lot more attention grabbing and will probably be more impactful on the viewer.

Here's an example - instead of saying:

"You will be satisfied with the speed and reliability of our cable repair services"

you could say:

"Fast, reliable cable repairs. Guaranteed."

Another technique is to use known power words that stress the benefits and also create a "call to action". Some examples: **"Free", "unbelievable", "incredible", "affordable", "heartwarming"**.

Once you've created some messages test them offline before you use them. You can show them to different people in your surroundings and ask their opinion. Find out if these messages caught their attention and if they clearly delivered the benefits of what you are offering. Also, find out if these messages made the readers want to take action.

Ok, now let's deal with the **graphical element** which has equal importance:

I mentioned that your banner should be attention grabbing and that this is a result of combining the text with the graphical elements such as colors, size, animation etc...

To make sure your banner will be attention grabbing, the first step is to notice what draws your attention when you look at similar ads.

To do that, visit some major portals and sites and look at the different banner ads they publish. See what banners catch your eyes and why. Is it the style? Is it the colors? Is it the size? Is it the text? Once you know what the factors are you can implement them in your banners.

Now, let's talk about images. As you know, an image can have great impact so you want to use images in your banners. You need to make sure you are allowed to use them. A good and inexpensive option is to

use **royalty free stock photography**. There are also lots of sites offering some excellent images for a few cents per image so it's really worth the investment.

Here are 2 sites you can start with:

<http://www.shutterstock.com/>

<http://www.jupiterimages.com/>

A very important element of banners is their size. If your file size is too large, it will take the banner a long time to load and will cause frustration at the viewer's end.

Limit the file size of your banner image. As a good rule of thumb, a 468 x 60 pixel banner should be 12 kilobytes or less. To get to this size you can use fewer colors in your banner and save it as a GIF file.

Here is a brief outline of the different banner size groups:

There are 3 main groups:

Rectangles and Pop-Ups

This group typically contains:

- ▶ Medium Rectangle – 300 x 250
- ▶ Square Pop-Up - 250 x 250
- ▶ Vertical Rectangle - 240 x 400
- ▶ Large Rectangle - 336 x 280

Banners and Buttons

This group typically contains:

- ▶ Full Banner: 468 x 60 pixels (this is one of the most popular sizes)
- ▶ Half Banner 234 x 60
- ▶ Leaderboard 728 x 90)

Skyscrapers

These are the big ones

- ▶ Skyscraper 120 x 600
- ▶ Half Page Ad 300 x 600
- ▶ Wide Skyscraper 160 x 600

Your banner can contain different elements such as: background, images and text. Try to create contrast between these elements by using different colors, font sizes, etc.

There are a few things you want to be aware of:

You can animate the banner which usually helps create contrast and makes a more powerful impact but don't overdo it with animation. Make sure the animation speed is set to a slow to moderate pace, and stop it after 3 cycles.

You can use different size fonts but it's not recommended to use more than 2 different font styles in one banner.

If you must use more than two fonts then make sure they are from different font categories.

There are three main font categories:

Serif - (with tiny "feet" on the letters),

Instant Tunes

Sans serif - (with no decorative "feet")

Instant Tunes

Decorative (including highly decorative and script or handwritten fonts).

INSTANT TUNES

One last but very important tip:

WHAT EVER YOU DO

DON'T OVERDO

Strong impact can be achieved with simplicity. Limit the number of elements (the colors, fonts, graphics and words) that you use in your ad. The old saying is very true here:

LESS IS MORE

How To Generate a Huge Amount of Traffic Using Banner Ads

OK, you have created some banners following our 12 tips. So now what?

Here's a powerful tactic that will take your advertising with banner ads to the next level.

I'm sure this will open your eyes as well as pump your volume of unique visitors up to levels you haven't seen before. You'll be able to turn this traffic on and off at will and you'll see that with this new found knowledge the sky is really the limit.

The secret is advertising on Ad Networks. This technique will generate tons of traffic – more than you would have imagined. Just to emphasize the strength of these networks – Google, for example is the number one search engine, and although it is used a lot – it can't compete with these networks for visitors and traffic generation.

Each one of these networks you're about to learn about works with hundreds of thousands of websites – millions of page impressions. That's far more than search engine traffic gets.

You'll be able to get millions of unique visitors every single month. Once you negotiate a deal and go live, your ad is going to get traffic very quickly. A great advantage of working with these networks is that the people who click on these ads are typically at the tail end of their research and if they see your ad then, there's a much better chance they're going to click on it.

Many of these networks work on the CPM module (Cost Per Thousand Impressions). Your goal is to pay \$1 to \$2 for 1000 impressions.

Of course I'm not talking about small time traffic here – I'm talking about millions of impressions. Seriously – don't even pursue this if you are not ready to do a big time campaign. But do consider this because this is where big things are going to happen quickly.

If you got some money and you'd really like to flood your website with targeted traffic this is the way to do it. You're going to get more traffic than your server can probably handle, and traffic means sales.

Negotiating a Deal with a Network

When you start negotiating with the Network agencies, it's important to know what you are talking about. Your negotiation has a lot to do with how profitable your campaign will be.

Here are the main things to look at once you contact an agency:

1. **Reduce cost per CPM** – The network agency will send you an initial offer with their rate for 1,000 impressions. Chances are you can get this price cut substantially so don't ever accept the first offer they give you. Anything between \$1 to \$2 CPM, is excellent. If you show them that you are serious they will work with you and reduce the cost significantly.
2. **24 hour opt-out clause** - This is a very important issue that must be written in to your contract: let's say they start the campaign and you find out it's not working – thousands of impressions but no clicks. You need to be able to call them and ask them to stop the campaign and pull your ads within 24 hours, refunding what's left. If you call them to stop the campaign, chances are they will try to work something out with you. That's actually great, because you do want to improve your campaign and they can give you golden advice.
3. **Make sure you have a daily cap** – some of these networks can give you millions of impressions very quickly so you won't have very much time to optimize your campaign. If you have a daily cap you can stop the campaign, pull the ad, improve it and run it again.
4. **Do split tests** – try a couple of different ads and check their results. If you see that one ad is not performing well and you have a daily cap, you can pull the ad that isn't doing as well, and run all your impressions on the ad that's performing better. Remember, you are paying the same for both ad insertions so

there's no point paying for something that doesn't produce enough clicks.

5. **Cap the unique visitors** – initially, you don't want a unique visitor to see your ad more than 1-2 times. You see, if someone visits a page and sees your ad, then they click away to a different page, you don't want them to see your ad again because they didn't click on it the first time, so why burn 2 impressions? You want to be able to prevent this by telling your agency you want 1-2 impressions per unique visitor every 24 hours. This is very important at the beginning of a campaign when you are testing your ads and placements. Once you have optimized your ad, you can definitely change the numbers to 4-5 impressions per unique visitor to see if that gets you better results based on repetition.
6. **Check demographics** and make sure that the sites you are going to advertise on meet your demographic requirements. You don't want to advertise a product that is appealing to women of ages 25-45 on a website that's mainly for men. Also make sure that the people that are visiting these sites are over 18, so that they have a credit card or are at least able to spend money. You can check their geographic location, lifestyle, behavior, and so much more which will help you decide where to place your ad.
7. **Check the right category / channel related to your ad** – and make sure your ad will be displayed on this channel's sites.
8. **Split test placements** - As a rule of thumb – most of the time you want to be above the fold (in the top portion of the page that appears first on the screen), but surprisingly sometimes an ad can perform better at the bottom. So also try to split test placements not just your ads.
9. **Track your results** – you need to track everything related to your campaign. You'll learn more about this below in the section on Ad Servers.
10. **Your success is important to your agent** – keep in mind that the agency you are working with wants to see your campaign succeed, because if it produces a profit, you will continue advertising with them. Don't hesitate to consult with them and find out what they can do to help improve your campaign.
11. **Recommended ad networks** you can start with:
 - a. www.advertising.com - has over 160,166,000 visitors
 - b. www.247realmedia.com

Ad Servers

I've mentioned in the former section that you need to track every aspect of your campaign and that's where the use of an ad server comes into the picture.

An Ad Server simply helps you to be more profitable by keeping track of every element within your campaign. You can't try to guess what's working and what's not – you have to know exactly what to change in your campaign in order to make it profitable. With an Ad Server you can do that.

You are going to have different ads, different graphics, different text and different placements for your ads and all of these must be trackable.

When you use an Ad Server, you'll get a special code, also known as an "ad tag" which you will give to your ad network. They will put it in the appropriate place where your ad is supposed to show up. You'll be able to enter some information about the network you placed that tag in, so that eventually you'll be able to tell that a certain ad was shown X times and got Y clicks and was placed at network A at website D, page E.

By the way, Ad Servers also work well with different kind of ads such as popup ads, text ads, etc.

A very important and interesting aspect of using an Ad Server is that you can use it for billing. (This is something you want to put in the contract). Obviously the network is going to be doing their own tracking anyway but to be honest and to keep them honest you want to tell them to use your Ad Server for billing. They will be able to log in to your Ad Server and they will bill you based on this number. This is very important because to be honest, some Ad Servers' results can fluctuate a little - so remember, it's important to be billed according to the numbers you are watching while you adjust your campaigns.

Ok, you must be asking yourself now – what/who do I use for an Ad Server? Here are 2 recommendations:

<http://www.doubleclick.com/> – The Cadillac of the Ad Servers. You'll get the most for what you pay. It's just very expensive.

<http://www.zedo.com/> - If you are just starting out and don't have a lot of money, I recommend this service. Zedo offers fewer features, but still enough for what you need.

Earnings Per 1,000 Clicks (E-CPM)

Now you're going to see how to tell how profitable you really are. This is very important as the bottom line of this entire advertising process is to make money and if you are spending more than you are earning, you need to know that right?

Basically, whether you're using PPC or CPM, it really boils down to "how much money did I make after paying for 1000 impressions"?

For example: let's say you are selling a product for \$10. You want to know how many impressions you must get to cover this cost.

The formula is simple.

You take the **Total Revenue** (how much money you earned) and divide it by the number of impressions you paid for and multiply that result by 1000.

Let's put it into numbers:

Let's say you made \$5,000 from a million impressions.

You should divide \$5,000 by 1,000,000 impressions and multiply the result by 1,000 – that will give you an e-CPM (earnings per thousand impressions) of \$5.

What does that mean?

It means that for each 1,000 impressions you generated 1 sale of \$10, which actually cost you just \$5 – so you did great because basically you doubled your investment.

So you see, whether you choose to advertise via PPC or CPC, what matters is how much you are spending or how much you make after 1,000 impressions.

In other words what you should ask yourself is this:

"If I display my ad 1,000 times, how much money will I make?"

A Few Final Tips

When you work with an Ad Network, you are going to be tracking your campaigns and most of the time you are going to receive a huge amount of traffic to allow you to draw some very important conclusions, like which ad works better and which page placement draws more responses.

So allow your campaign a couple of hours to track the results and then optimize them.

Now, once you have your campaign optimized move on to another Ad Network and run it there too.

Remember, generally your ads will do better above the fold, but do a split test and throw some of those banners down at the bottom to check them out, see how they do. You might be surprised. If it's profitable keep it going, if not, terminate that specific campaign.

Remember. TRACK...TRACK...TRACK....this can't be stressed enough as it is really crucial. Use your Ad Server to generate different tags for your different ads, campaigns, channels – so you'll be in control of the numbers and data to allow you to draw the right conclusions.

One last tip - if you want to really know what's currently happening and where the Internet marketing industry is going, i.e. new trends and new technologies, I really recommend that you check out the Ad-Tech conference at : www.ad-tech.com

They have conferences all over the world. Try to make it to one of these conferences. You won't be disappointed. It's not cheap but you will learn a wealth of information.

As in depth as this detailed report is, it's really just a small portion of the complete module on Banner Advertising contained in our SUPER Traffic Tactics online marketing course found by clicking this box.

This groundbreaking collection of the most exhaustively tested, proven profit generating traffic creation secrets contains 15 separate modules covering the same number of distinct standalone systems for triggering avalanches of hungry traffic.

Any one of these methods used by itself will deliver huge volumes of traffic...combining several of them together can create virtual server meltdowns from so much traffic hitting underpowered sites.

To get the full story on all the other powerhouse methods of driving a literal stampede of highly targeted traffic to your websites visit www.oursecretsite.com (ALLOW to open) right away.

You'll find a series of eye opening videos there that will show you many of the little known ways you can create massive amounts of traffic nearly instantly.

To your wealth,

Michael Jones