



Banner Ads That Work – Part Two

By Jim Eadie* - Online Marketing Specialist, December 2004

Provide content that will be interesting and relevant to your intended viewers. The myth that people do not read ads is not necessarily correct. When a person is surfing the web, flipping through a magazine, or watching television, they will only pay attention to something that is of interest to them, and in some cases that could be an advertisement.

To catch people's attention, so they look at your banner ad, you must prepare a message that will be receptive of people with whom you are targeting. At first glance, your banner ad has to do or say something that will automatically attract the people you are trying to reach.

Whether you are using words or animation, your content must be relevant, interesting and eye catching so it automatically becomes of importance to your intended viewers. Most viewers are only interested in ads that will give them automatic gratification. Your ad must leave your viewers thinking about the benefits of what you have to offer them.

If your banner ad does not include information important to luring your target market, your banner will basically become a part of the clutter that will be ignored. Viewers will then assume that the information you intended to provide is of complete irrelevance to them.

Below you will see a banner add specifically targeting clients who would be interested in market commodities and predictions.

A banner ad form with a white background and a thin black border. It contains several dropdown menus and a button. The text reads: "Scan [commodities] and give me [~80% accurate predictions] for [price direction] for [Soybeans] [Grab It Now!]"

Scan and give me
for for

This banner directly engages the viewer with words, not images trying to tempt a click thru. There is also a tease with the possible drop down boxes, which actually leads to a direct free sign up page.

Keep checking back for the monthly installments of **Banner Ads That Work**

* Eadier Solutions is a full service marketing and communications company pioneering in the world of business. For more information about Eadier Solutions visit www.eadiersolutions.com or contact Jim Eadie at jimeadie@eadiersolutions.com