



Banner Ads That Work – Part Three

By Jim Eadie* - Online Marketing Specialist, January 2005

Give people a reason to click. Potential customers and viewers will only respond to a compelling banner ad proposition. Your banner must be attractive and interesting for success in generating even the slightest flicker or response from the viewers.

People react favorably to banners that provide them a chance to win something, or if they have a grave interest in what the banner ad has to offer. A banner where the viewer can obtain an item for free, a special offer or discount also receives high click through rates. The reason for this is because the viewer has no work to do to receive the item for free, except for clicking on the banner and filling out their mailing information. Viewers like ads where they receive something for little work.

Develop your banner message around the most persuasive reason why people would want to go to your site, be it the information you provide, the special offers and promotions, or products that can make their lives much better.

This is not to say that banners do not serve many other purposes as well. Banner and button ads can also be just as effective when you brand a company's logo and add a simple message to keep reminding the viewer about the company. This also helps market the company as a whole.

With that being said, the purpose of these banners is more for awareness and reminders than pushing for a direct click through.



This button ad directly engages the potential customer with the word “**FREE**” as well as with the picture of the potential MP3 Player they would obtain if they followed through with the deal. Rather than just having the button ad look like a regular advertisement, the word ‘**more**’ is more likely to entice a click through, because the viewer can obtain more information immediately.

Check back again next month for another installment of **Banner Ads That Work**.

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