



Banner Ads That Work – Part Four

By Jim Eadie* - Online Marketing Specialist, February 2005

Develop a follow-through mechanism.

Positioning your banner on a website, for the purpose of branding your company, services and/or products, is acceptable. However, if your banner is created in such a manner that solicits the user to click on the banner for a “special prize,” an immediate follow-through must occur.

An explanation page, or pop-up should be readily available for the user to explain details of what is potentially being offered if the customer follows through as well.

The banner below, on behalf of Farms.com Ltd., provides a wonderful example of follow-through mechanisms. The purpose of this banner is not to create company awareness or for branding a name or service. The desired outcome is to entice as many clicks or sign ups as possible. Farms.com offers immediate follow through with the banner. The offer is free for the viewer after completing the sign up process that appears after clicking on the banner. When sign up is complete, the user now receives agriculture publications as the banner states.



If you bypass following through, this will create a false advertisement and poor branding and a false sense of trust associated with your company, services and/or products.

It is important that what your banner is advertising, that is exactly what the use will get. Offering something and then switching it (“bait and switch”) will not attract users to want to come back to see what you have to offer.

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

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