

## Successful Banner Ads

### Know Exactly Who Your Target Market Is

Only display your banner on websites that match your websites content. To put it simply, you want your advertisement seen in front of the people who are most likely to respond to your offer, so be sure your banner is only seen on websites your target market visits.

### Your Banner Is Not To Show Off Your Budget Or Artistic Skill

Most banners fail simply because they all look the same and the visitors simply ignore them.

### The Ad Formula: Attention, Interest, Desire, Action Also Applies To Banners

Once again, most banners fail here simply because the 'banner guys' do not understand the above formula! Be sure your banner grabs the viewers attention, interest in what your website offers, their desire, and once you have them drooling over your ad get them to click it!

### Generate Interest In Your Website

Provide a question, or harness a want or need the people in your target market experience and then shove it in their face that the only way they can fulfill their want is by going to your website only here's an example: If you run a golfing website write something like: "Don't waste \$1000's of dollars in golfing equipment trying to perfect your golf swing! Click here to find out what you're doing wrong!"

### Movement Is a Necessity For A Higher Click Thru Ratio

Movement always grabs peoples attention so by all means use it. However, be sure that it does not interfere with reading the message in your banner! Personally the only movement we use is to change banner frames, or make the 'click here' text move to also grab their attention.

### Use An Odd Shape

You can use your creativity to make odd shaped banners that always get much more attention than static banners.