Using banner display advertising as part of your marketing strategy.

Quick Tips:

■ Make online banners a key component in an integrated promotional effort
■ Use display to drive traffic to specific landing pages for sales conversion
■ Display ads in vertical trade publications will help more accurately position your company and products
■ Online display advertising can provide a mechanism for building trust, brand awareness and credibility

Why consider banner advertising?

Highly targeted online banner display advertising is an effective way to reach the largest possible audience within a specific target market. Display advertising continuously works to help gain brand recognition, build trust and increase top-of-mind awareness - even with those site visitors who are not immediately ready to commit to a sale. The illustration below shows how display banner advertising (unlike search, social & email) can contribute to success in each step in the buying cycle.

Great banner advertising can:

• Increase visits to your web site landing page with specific conversion expectations
• Improve the likelihood that prospects will include your brand in their search query
• Increase credibility, trust and "comfort"
• Deliver a level of scalability that is difficult to match with other vehicles
• Increase the likelihood that potential customers will gain familiarity with your brand and participate in the next steps of the sales process
• Compensate for poor search results
• Accomplishes more than search, social, or email individually

Evaluation

To best way to evaluate your online display advertising requires tracking your metrics. Measure actual leads from your banner ad (post-click sales conversions), then add to this your post-impression conversions. A post-impression conversion is where the site visitor views an ad - does not click at that moment - but returns to your site to convert later. The banner campaign contributed to both immediate conversion and increased downstream pipeline potential.

Results

Display ads can increase conversions by 30%
Search & display combined increases recall by up to 6%
Display ads increase brand recommendation up to 10%