


Make the Most of Your Online Advertising Campaign.

Online advertising can be highly effective for branding your product, generating leads, and making sales. Follow these proven practices to ensure online success:

1. Determine your objectives. Why are you online?

For branding? To generate leads? Having clear objectives will inform your creative and help you measure your campaign's ROI.

- ## 2. If your goal is to generate clicks, change your creative frequently
- (every 1-2 weeks). Click-Through-Rate (CTR) declines over time due to frequency of exposure. Make changes that are noticeable – like color, image, headline, etc., but are still in keeping with your strategy. As CTR declines, branding and awareness may actually increase, thereby improving post-impression activity.

➤ Click on the rectangles for examples. 

3. Include easy-to-read, appropriate imagery in your ads.

Limit the use of creative elements including flash and looping.

- ## 4. Maintain creative across media
- (but don't simply shrink your print ad to fit into an online space!). Take into account the type of media you are using. Don't take up valuable space with a phone number or website – it isn't necessary for online ads.

➤ Click here for example.

- ## 5. Test your creative.
- Keep testing and tweaking to discover what works well.

6. Compel viewers to click by using a clear call-to-action.

Use active verbs and state the benefit.

Good examples:

Click here to download a free white paper.

Take a demo and get a free gift card.

Weak examples:

Learn more.

An original concept.

- ## 7. Create a landing page specific to the message in your advertisement.
- When someone clicks on your ad, they should land on a page that makes sense to them. Typically this should not be your web site's home page. If your goal is lead capture, have a lead capture form on the page – and no other non-converting links that could be distracting.

➤ Click here for example.



8. Take advantage of newsletter/website advertising

combos. When you run an advertisement on a newsletter and on the corresponding landing page, you'll more than double your impact.

➤ Click here for example.

- ## 9. Use multiple ad sizes.
- For maximum impact, consider "Road Blocks" or "Sequencing." With a Road Block, all ads on a page or section belong to you. With Sequencing, more than one ad on the page or section belongs to you.

➤ Click here for example.

- ## 10. Consult with your salesperson.
- Find out how other advertisers' ads are performing relative to your own. Ask and follow-through on recommendations for improving performance.

- ## 11. Consider sponsorships and other non-traditional branding.
- Many sites offer non-advertising opportunities, such as sponsored content and sponsored search. Depending on the audience and what your objective is, this could be a good way to connect.

➤ Click here for example.

- ## 12. Check analytics frequently.
- Know what's happening with your ad and on your site. Get an analytics program (Google Analytics is free) and keep track of traffic, bounce rate, navigation and more. Make changes as needed. For example, if you're getting lots of click-throughs from your ad, but poor conversion, take a look at your landing page. Does it need adjusting?

➤ Click here to go to www.google.com/analytics

eMedia Best Practice Guide