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Some say that banner advertising is not very effective. You will hear this in the Internet marketing field. The key is though you see banners everywhere so they do work. You are going to find banner advertising is cheaper and better.

The main point to all this is that you must know what you are doing. It is like any other skill you must learn it from others and then you must practice what has been taught. There is more than just putting banners up and hoping for the best. This is why many say that banner advertising does not work they simply don't have the skill set to be able to do it successfully.

The old school of banner advertising did not work well for most campaigns. This is true a few years ago when online banner advertising was relatively new compared to other offline advertising mediums. The banners were not as good as they are today. The landing pages were not as interesting or well-designed as they are now that companies build to sell their products.

The offers now are even better than they used to be. You can now get paid even if someone does not buy anything from the company, they simply will pay you for the lead. There is a lot more offers than there used to be and a lot more choices with some being very good for the customers.

It sounds like a cakewalk to just put up banners on high-traffic websites and be successful with a decent offer. The problem is you will fail if you do not know exactly what you are doing. Your advertising costs will be more than what you will make in many cases.

What is also good from an advertising perspective, we must know the good areas to advertise on a website. Just because spaces are available does not necessarily mean that they are good places to advertise. The better places are not necessarily more expensive, depending on the owner of the site and the advertising carrier if any.

Another important point is banners can have a wide difference between each other from each company. One banner will be highly successful on one site and you switch the banner and it is a complete failure. So you must know what works when and in this training you will be given this.

Demographics are one of the key things that we must know. We need to know who is visiting that particular website which includes their interests, what kind of income, how old they are, and other important aspects. We can find these factors out in a very simple manner. Also, the payout vs. what the customer must do is important.

Another important aspect of training as we must be able to analyze landing pages. Some companies do not make good landing pages. They sometimes do not even test them or at least not very well. They leave this up to the affiliates, when the affiliates complain then they make changes. This is too late and we want to weed out the companies before we even spend any money on promoting the site with the banners. Another factor is the pay that you will receive if it is worth what the customer must do.

This type of training is very reasonably priced. In all reality this type of powerful advertising is fairly new, you are in a way getting in on a new and dynamic form of advertising that is going to expand in a massive way in the future. This is big money and makes a lot of money for people and businesses. For more information look in the author resource box or resource links next to this article.

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