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Do You Believe Banner Marketing Is Dead?

If you're involved with Internet Marketing and advertising, then you know that you can advertise your company online with several various strategies. The methods of web advertising have changed a lot within the last several years. However, you will find several methods that remain efficient. One method of advertising, referred to as banner marketing, has been around for as long as most of us can keep remember. In the last couple of years, there has been a growing stigma towards online advertisements. Many internet users believe that pop up ads will infect their computers with spyware and adware. Consequently, many of them keep from clicking on any ads at all. This leads us to the question, " Is banner marketing dead?". This leaves several of us to wonder whether or not banner advertising is efficient nowadays.

One of the points that has impacted banner marketing the most has been the development of new techniques of internet advertising. A great example of a method that has impacted banners is referred to as flash banners. They are a great deal like banner ads except they can be a lot more dynamic and eye catching. They have only been in use for the last several years but have still managed to become much more well-known and effective.

Something else that has affected the effectiveness of banner advertising is the stigma towards popup ads. Many web customers, group banner ads along with popup ads and look at them in a negative way. Nevertheless, back in the heyday of banner promoting several people looked at them as a method to help them locate helpful links to web sites that they might enjoy.

So, is banner advertising still being employed anywhere successfully? There are places such as forums where banners are even now successful. Actually, any time in which you are dealing with experienced Web users, banner marketing can nevertheless be price efficient and successful. This is due to the fact that most experienced net users, for example Web marketers, understand that a banner advertisement is not a popup advertisement and will not harm their pc if they click on it; they understand what a banner advertisement is. Therefore, if you're marketing to a group of Internet marketers, for instance, you will probably have a great amount of success using banners.

There is one more place where banner advertising is utilized very successfully. They are called targeted traffic exchanges. A traffic exchange is a location where individuals visit the sites of other members and in return receive visits to their personal web web site from those other members. Every time a member visits someones site they are given a credit. These credits can be used to obtain visits back to their very own site or to have their banner shown to other members. This form of marketing uses banners very effectively and often times achieves click through rates of 20% or higher.

As fast as the internet changes, it can be extremely hard to keep up with the times. Many of the advertising procedures are constantly changing, but there is a great chance that banner promoting will stay and at the least be cost efficient for many years to come. That is assuming that you use them correctly and advertise to the right people. You can find out more here at [Make money on internet blog](#)

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