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Know Online Advertising

You see there are about hundreds of millions of ad impressions being delivered every minute at present. Most people today are really influenced much by the online world. There has even been a fast build up of crowd at the ads for brick and mortar businesses mainly brought about by the "Win a Free laptop" spam.

Perhaps Google has already mastered the strategy of making money. They have this kind of system which let you have a range of bid prices for ads and the person who bids the highest will be able to get the best placement. So there will be some kind of instant auction that all advertisers would join to win a similar keyword. The one who bids the highest will of course earn the reward. Take note that the bid prices will never be in the same exact range. You have the choice of manipulating it all day and save money, or if not then you can wait for the time that Google will get the surplus.

Reaching Niche Demographics, Utilizing the Online Banner Ad Placement

There are just spectacular demographic targeting options available to today's online advertising professional. Basically what can give you access to over 90% of web users are those platforms that are very familiar like Google Adwords, Yahoo Display, Right Media, and others. Just by doing a lot of measures, indeed it can be possible that advertisers can use information about general physical location, browsing history, age, gender, and other targeting options so as they can make sure that the scarce advertising resources are used only to reach the most likely buyers.

Specific site targeting let you feel assured that you are reaching a specific demographic. This can minimize wasteful ad spending, instead, you only get to display your ads on the websites that are relevantly related to your ads. You can ask help for Google if you want to know how you can choose those websites you'd like to advertise on. Whatever information the people want to think that can be greatly associated with your products and services must already be very much familiar to you. Once you would act like a customer and search, mind carefully those websites on the first page. These websites which are receiving relevant search traffic most likely are the ones that are always prime candidates for banner ad placement.

Using Conversion Funnel To Move Banner Ad Traffic

What is a conversion? Advertisers may want the people to sign up for an e-newsletter. E-commerce merchants on the other hand may want the user to find something that they want and then buy it using a credit card. However your sales would process, may it be online, offline, or a combination, display ad placement can be your key to success. The sale is completed only if it will come with a compelling offer. Your ad will surely be competing for attention against the host website content, other advertisers on the page, and many other distractions.

The strength of banner advertising will be effective if the offer is very much strong. If you want it as a free shipping, buy one get one free, or special discounts which expire soon, or may be even more unique, be sure that if you're going to spend money when you reach out to new customers, give them a good reason to take action now to make the cost worth it. Customer contact maintenance is more essential you are into building product or brand awareness. Facebook "Likes" are good in maintaining search traffic, compounding the benefits of social display banner advertising. It is still effective when the traditional approach of email marketing is used.

Using Banner Placement for Small Business

It is common to see Yellow page directories and local print media lose market share today. And those small business owners are migrating advertising dollars online. With a limited budget, still banner ad placement can be a great way to promote local businesses because of its effectiveness. Businesses which chose to capitalize on new media to earn above average return on investment have greater chances of a significant competitive advantage.

Fascinated to know about [blog ads](#)? If that's the case better go through [web advertising](#) right away.

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