

And The Award For The Best–Pulling Ad Goes To...

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By Paula Morrow

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Question: Does your advertising pull the way you want it to? Or does it fall short...way, way short?

As people get more accustomed to online advertising, they are becoming more vocal as to why one ad appeals, while others are earning the cold shoulder.

According to a survey conducted by Jupiter, a globally recognized resource on ecommerce, most winners and losers have a number of things in common.

And The Winners Are...

According to the survey, winning ads:

\*Include targeted information. A vast majority (40%) of those surveyed stated that they continue to use the Internet as an information resource.

Consider packaging your ad within free information, perhaps by presenting your ad as a resource box at the end of a free report. Or weaving examples throughout, encouraging readers to refer to your website for more detail.

\*Include statistics. Numbers work, as long as they are realistic. A claim, backed by statistics, tends to be more believable.

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\*Keep their length appropriate for the offer being presented. More information must be provided for higher ticket items, or items that require a great deal of consideration (buying a house, for example). While other ads, that focus on more simple products or services, can be shorter.

\*Provide a number of benefits. There's that word again, benefits. It's the key to success online, and you'll see it again and again.

Benefits answering the 'what's in it for me?' question are far more persuasive than features. Benefits speak to emotions. And the vast majority of sales have an emotional element involved.

Make sure you address in your ad how

your product or service will fulfill a need, a want, sooth a concern or fear, solve their problem, etc.

\*Have supporting information available at other locations. Does your site include information that back up your ads? If a person clicks through from a link, will the web information continue to build on what was already presented?

So, these are some of the good ad elements. For ads that didn't fare so well, the Juniper survey found that many included the following.

### And The Raspberry Award Goes To Ads That...

\*Presented the information as a pop–up box. Now, pop–up effectiveness continues to be debated. In the survey, 69% considered pop–ups a negative, calling them annoying and intrusive; just too aggressive.

Within this 69%, 25% stated that they would avoid sites they knew featured pop–ups in the future.

Yet, on the flip side, there are those successful marketers who firmly insist that pop–ups are an effective way to present an offer; that people respond to them.

The only way to determine if pop–ups work for you is to track how your prospects and customers respond to them. If people don't sign up for free information offered on pop–up pages, if traffic goes down, reconsider their use.

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If, however, people sign up for the information displayed, and traffic numbers remain stable, then the pop–ups aren't hurting business.

Always test and customize based on your own situation.

\*Combined many products in an offer, leading to information overload and confusion.

\*Forgot their target audience. If you're marketing to corporate business owners, presenting an ad in a 'fun' contest format won't work. However, if your target is younger, a contest or game–type ad might be very effective.

Keeping the above tips in mind will help ensure that your ads are readily received...not automatically deleted!

Paula Morrow heads Ideal Marketing Corporation, specializing in information products and training for newbie netpreneurs. Subscribe to IDEALProfits, now read in 12 countries, and receive 5 bonus ebooks! <http://www.idealmarketingcorp.com/subscribe.html>

### **The Power Of A Reward**

**By Martin Stoleman**

Whether you are a teacher, parent or business owner, you probably know that people require consistent motivation in order to keep moving, growing, and being productive. Your four year old daughter and your thirty year old employee need reasons to do the things you're asking of them. There are many ways to motivate people, but perhaps one of the best ways of motivating people of all ages is to give an award.

An award can be given for a variety of reasons. I know no one that doesn't love to be recognized for the things they have done. Whether a child has successfully begun to potty train or your personal assistant has showed improvement in her typing skills, consider what giving an award could do to the people in your life. People will naturally be more motivated to live and work well when they feel appreciated and valued, and receiving an award will help them to feel these very things.

Think back over the years of your life. Do you remember receiving an award at any time? It could have been for your participation in a sport or a club, or it may have been for a victory in a spelling bee or another kind of competition. I'll bet that regardless of what you received the award for you can remember it. I'll bet you remember the way you felt after you received the award and the way you felt when people praised your accomplishments. Your award probably inspired you to continue to work hard at developing your skills and talents. Receiving an award also probably made you feel very special and valuable to people that you didn't know valued you before. Receiving an award has this

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unique ability to strengthen relationships and bring us closer to people.

Now consider the people in your life that you have any kind of responsibility toward or authority over, or better yet, consider anyone in your life who would appreciate receiving the blessing of an award. Almost anyone in your life would be glad to be noticed and appreciated for the good things they are doing. Get out a piece of paper and start making a list of all the people in your life that could use an award. Begin to brainstorm what kind of award would be appropriate for each person on your list. In some ways, it matters not so much what kind of award a person receives, it matters only that they feel loved by another person.

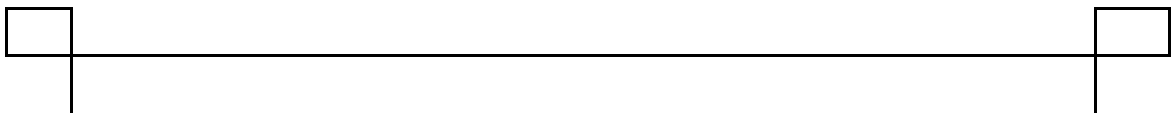
Be inspired to give an award someone special each day until you have given an award to everyone on your list. Your relationships and friendships will be strengthened in no time because everyone loves an award.

When he is not writing, Martin Stoleman loves giving awards to the special people in his life. Learn more at

<http://www.awardgroup.info>



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