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## How To Make Use Of Cheap Internet Banner Advertising

By David Riewe

For years now, internet banner advertising has captured the World Wide Web for it has become a

large help in saving an amount of money while reaching beyond territories. Banner advertising played a major part in market trafficking all over the internet and many individuals and companies have bought themselves these cheap internet banner advertising. Some made use of it financially; others have no idea on what to do with it.

With your cheap internet banner advertisement, would you just sit in front of your computer and wait for people to notice you? Would you let your company get trampled by other company's marketing strategies?

Okay, so you admit you bought internet banner advertising, but does that mean you won't do anything about it because it costs cheap?

These following steps will help you get up on your feet and make your cheap internet banner advertising priceless. With these simple instructions, there will always have traffic on your website.

First, to be able to capture the attention of your target audience, your title and topic should be thought of with concern. You have to make the people believe that your cheap internet banner advertising is worthy of their time. The advertisement has to meet the audience's need.

For the people to bring attention to your internet banner advertising, you should be able to raise the curiosity and convince the people. You should be able to deliver your products or services with strong words that may lead the target audience at deciding.

You should be able to constructs words on your advertisements that could lead the target audience that you are directly talking to them to give a sense of familiarity on your services.

As you persuade the people by calling for them and directing them to buy or entail your services, they give importance to your business proposal. Your cheap internet-based banner advertising will become one of the sought for ads there are.

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Make sure to present your ads to the global community repeatedly to get them familiar with you and your services.

Always remember that having a website doesn't mean it could sell products by itself. You must be sure to accompany it with marketing strategies. By buying banner advertising, you or your company would save time and money while achieving market sales. These internet banners advertising may come cheap, but it could lead you or your company to riches.

Little Known Minnesota Man Making Six Figures Per Year Online, From the Comfort of Home, Reveals His Top Internet Money-Makers to YOU!" Click here:

<http://www.push-button-online-income.com/pbi>

### **Ask Mr. D on Banner Exchange**

**By Bill Daugherty**

Ask Mr. D on Banner Exchange by Bill Daugherty

Dear Mr. D,

I recently joined a banner exchange. This is my first venture into banner advertising and I was shocked to see my banner getting a measly .3% click-through rate.

Is this a normal ratio or do I just have a lousy banner?

Signed,

Clickless In Seattle

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Dear Clickless,

Back in the good old days (three or four years ago) it was easy to get surfers to click on banners. Today that has changed dramatically, banner advertising has hit hard times.

But even in today's climate, a .3% click-through rate is extremely low. I haven't seen your banner, so I don't know if it is lousy or not. But here are

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some tips to follow when creating your banner.

- \* The text should consist of only a few words that offer a clear message.

- \* Choose your color scheme with great care. Make sure your text color contrast well with your background color.

- \* Animation is great, but don't make it too busy.

- \* The two most important words you can put on any banner are "Click Here."

Now for a look at banner placement strategy:

Some banner exchanges allow you to target the type of sites where your banner will appear and some do not. If your exchange doesn't offer this feature, switch to one that does.

Banner advertising may never again enjoy the strength it had in the good old days, but you can get the most out of your banner advertising by following the guidelines above.

Bill Daugherty. Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>



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