

What are the latest online advertising trends? Check out these one2one streaming media channels...

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By Vivian W. Y. Lee

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In the past, we will spend our budget to advertise through banner ads, direct emails, and affiliate programs. However, the response rate is extremely low in response rates or click-thru rates (CTRs). Sometimes, we will even get as low as 0.03 to 0.05% (the industry average?). With all the money you spent, you will only get a slightly better than zero response rate. What can you do to increase the values of your advertising dollars?

Today I would like to introduce some of the latest online advertising trends that include the coolest and smartest technologies to track your response rates and maximize your advertising dollars.

1. Adsenger — The Most Powerful 2-Way Media Channel *****

Tired of sending out emails with no results? Check out Adsenger's this powerful 2-way media channel that connects over 290,000 members in more than 199 countries.

Adsenger (<http://www.adsenger.com/marketing.asp>) is the world's only online marketing communication company that promises 100% audience attention. How? Adsenger has a patented 2-way direct media channel that allows the company to send out INSTADs (Instant Text-based Ads) and Flash Ads with a research component. Advertisers can include a feedback question with their Flash animated ads to learn about their online audience's purchasing preference.

With a double-looped incentive model, Adsenger guarantees 100% ad views (or GAVs = Guaranteed Ad Views) and highly targeted lists based on demographics, shopping behaviors, and personal interests.

Instead of paying for CPM, CPC, CPA, or CPP, now you only pay for the ads that are viewed by your target audience. Check out their ad gallery for some cool samples

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<http://www.adsenger.com/adgallery.asp>

At the same time, Adsenger ads have a hidden and powerful "viral marketing" function. Members can freely forward their favorite Flash animated ads to their friends.

My favorite part is that Adsenger provides a 24/7 online access to check out real time statistics on the CTR and the research responses.

In terms of price, these Adsenger ads are very affordable. INSTADs are priced at \$0.10 each and Flash ads are priced at \$0.50 to \$1.00 each based on the duration in seconds and the number of research questions.

2. EyeWonder —Streaming Audio and Video Emails ***

Now you can send out not just text-based emails, but also streaming emails with audio and video files

embedded inside. Your online audience will have a chance to experience a live TV-like show, ranged from some live product demos to some company overviews from a real person.

EyeWonder (<http://www.eyewonder.com>) is a company that creates TV-like video impressions based on a CPM (Cost Per Thousands) model. It is an effective tool to build branding image for your company. This kind of streaming audio and video emails will also be a great way to launch short online training sessions or special event announcements.

In any case, just remember to check if your online target audience has high enough bandwidth to download and view these streaming ads at anywhere at anytime.

Overall, the latest online advertising trends are exciting and limitless. Companies are started to launch many new ad campaigns with some leading edge technologies that can help you to leverage the operational costs and maximize your advertising dollar values. Try out some of these technologies and let me know what you think.

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Musicians discover right now how to quickly and easily create "Streaming Audio and Video" like a pro!

By Quentin Brown

Streaming Audio and Video has always been available to the large corporate sites and techies. Now you can use inexpensive software to produce your own streaming audio or video just like the

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professionals with no knowledge of programming required. Lets face it when a person comes to your website what would they rather do listen or read.

Hint – You are trying to get people to listen to your music?

Best of all no special servers, monthly fees or additional costs....

With the web surfer becoming much more "web savvy" than they were a year ago, they are expecting not only information, but an entertaining web experience.

Why Add Streaming Audio or Video to Your Website

*Credibility – Anyone can add some text and graphics however music is a very emotive medium and if your visitors can hear samples then you will find they will have a much more positive response. If done properly you can also generate some good sales if that's what your wanting.

*Auditory – Statistics show that 30% of surfers are auditory and so if you do not have audio then you are loosing out on a lot of traffic.

* Stickability – Our customers have proven that audio has dramatically increased the time people spend on their site. So many people are now able to get traffic to their websites using Pay Per Click advertising however the next main consideration is keeping them there so you get more from your advertising dollar.

* Current Marketplace – is awash with TV and radio programs so people are already used to the concept and are expecting it on websites. With the average computer being multimedia enabled they almost feel dejected if they can not utilize all the functions.

* The Wow Factor – At present only around 5% of sites utilise any form of streaming media so it creates a wow factor and delivers a lot more word of mouth traffic than any other form of web page functions.

* The Online Population – Streamies, those users who watch or listen to streaming online, represent 44% of all Internet users and 27% of Americans overall. By far, streamies are the most valuable consumer group on the Internet. Streaming media consumers are far more interactive, are more oriented to e-commerce and spend more time online compared with Internet users who don't stream." (EdisonMedia Study, Jan. 2001)

You do not need any technical ability. The latest programs are so easy to use that anyone can add streaming audio or video to their website and stand out from the crowd.

Marketeer's and business people have always known that a well-placed audio stream can increase

sales and signups to their products and services. The problem has always been that the average person could not afford the high cost of special servers or programmers to be able to use this technology. This has all changed with Streaming Audio and Video software available on the market

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today.

Audio's power comes from its ability to engage more of your visitor's senses. The more senses you engage, the easier it will be to effectively communicate. Instead of just reading your words and looking at your picture, you can communicate with your voice or music? and the voices of your clients.

Your site has been sending non-verbal messages for years; now it's time to break free and let it send a message everyone can hear. Adding audio to your website is not only easy to do, it can help you gain the trust of your site's visitors, thus increasing your conversion rate. So stop wasting your time and money, and start getting the sales you may be missing.

Quentin Brown has been helping musicians add streaming audio to their websites for over three years. For great tutorials and affordable software visit.

<http://streamingformuscians.com>



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