

Online Marketing Tips that Every Marketer Needs to Know

Successful online marketing requires a different approach than other forms of advertising. What works well for print ads, email and other types of marketing doesn't necessarily translate to online ads. Follow these tips for a successful campaign.

Integrate your ad with the site

Go beyond the standard banner. The trend is to create custom ad microsites and product showrooms that integrate seamlessly with the site. The benefits to this strategy is that the more content that you have on the site beyond the standard ad units, the higher your overall targeted reach will be with your target audience.

Tailor your creative to the target audience

The more custom your ad is to the site, the more likely your campaign will be successful. Use visuals and copy that will appeal to the audience that you are trying to attract. Target your ad creative and copy with keywords, phrases and images that will resonate with your intended audience.

Keep the copy simple

Keep your online ad message simple, direct and actionable. Viewers should be able to understand what your call to action is at a quick glance. Use large font for copy. Incorporate interactivity and movement whenever possible. Use one call-to-action per ad unit.

Create multiple ad versions

To ensure the best campaign performance, have more than one creative. We recommend creating at least two or more variations of your online ad. Refresh your creative frequently.

Use small file-size artwork

Produce creative that loads quickly.

Choose interactive over static

Incorporate interactivity or motion in your ad to engage and captivate the viewer.

Provide incentives

Give the viewer motivation to click on your ad. Consider use of an incentive (e.g. giveaways, offers, contests, etc.).

Customize your landing page to your creative

When your ad is clicked, it should take the viewer to a custom landing page for the campaign that reinforces and expands on the online ad message. If your campaign requires data collection, keep the form fields to as few as possible (e.g. first name, last name, email) and consider providing a personal incentive in exchange for this information.

Match your online ad to your landing page

Be consistent and use similar color schemes on the landing page and online ad. Make sure your images and copy to cue the reader that they have landed on the right page.

For more tips, visit: <http://www.compasscross.com/marketing-best-practices.html>