

Top 5 Online Marketing Do's and Don'ts

Online Marketing Do's

- **Do be targeted**

Make sure you reach the right audience by selecting categories, topics and sections of the site where your ad will appear to closely match your target demographics.

- **Do incorporate movement**

Interactive and animated banners perform better than static banners.

- **Do be direct**

Keep your message brief and concise.

- **Do emphasize your call to action**

Make your call to action one of the most prominent features of your online ad. Show the viewer where to click on your ad with visual and copy cues.

- **Do more than a single banner**

Coverage and visibility are key factors in successful online marketing. For example, try run-of-network or run-of-site. Or try creating an ad microsite that is closely integrated to the site to generate more buzz and brand awareness.

Online Marketing Don'ts

- **Don't go overboard on the animation**

Nothing turns off viewers more than an overly animated ad banner. There's a fine line between eye-catching and irritating. Irritated viewers won't click on your ad.

- **Don't be misleading**

Don't create a misleading ad. For example, don't create an ad that resembles a system error message. When viewers find your ad misleading, it leaves a negative and lasting bad impression of your company.

- **Don't chose loud colors**

There's a difference between vibrant and repulsive. Be careful not to use colors that are too-bright, or viewers will avert their eyes from your ad.

- **Don't be inconsistent**

Make sure that your online ad has a matching custom landing page that reinforces and expands upon the call-to-action.

- **Don't overcomplicate your ad**

Online ad space is limited, so there's no room for long-winded messages, or hard-to-read small print text. Keep the design simple, but eye-catching.

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