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Using Banner Advertising Effectively - 3 Golden Rules For Effective Banner Ads

Applying banner advertising and creating banner ads is easy, you just need to know what should be done in a right manner. For people who are not aware about this marketing strategy it is explained. It is a paid marketing method to endorse your business or product by putting a banner on other websites. You can organize a banner exchange or you make investments so that your banner was placed on a particular website. It is a very profitable and effective method if you know how to create a good banner ad.

If you want to use Banner Advertising in the most effective manner, here are three golden rules for effective banner ads.

Golden rule 1. Do your banner ads contain any benefits for your prospects?

Profitable banner ads will always have the benefits for the customers. For instance, if you help people to lose extra weight, then create a headline like: **Now you can melt 15 pounds in one week!** Banner ads should include the advantages of your product or services in the main headline. If you make more effective banners, it will generate more clicks in the end.

Golden Rule 2. Graphics and text are very important, while building your banner ads

When applying banner ads for advertising purposes, you aim the headline of the banner to be promising. Create a headline in big bold letters. It is recommended to use the Arial font for your banners. It can be easily read from PC screens. Applying banner advertising in the most profitable way means that you should include more lines of text to the banner, where you can tell about other advantageous aspects of your product. Also, make sure that you have checked the website where you will place the banners.

Golden Rule 3. Give instructions for your customers.

Tell your customers what should be done next! If your banners are not informative enough, your company will not be profitable. If you want to use banner advertising in the most profitable manner, a banner ad should involve a call-to-action. Tell people what should be done. You can use such texts for instance, 'Visit Us Now', 'Show Me Now', or 'Show Me The Biz'. It will make the click through rate boost and so do the conversions to sales, giving in more revenues for your company.

There are even more golden rules to be followed when it comes to profitable banner ads, but the 3 mentioned above are the most significant ones and are suggested the most if you aim your banner advertising to be profitable.

Advertising is used by lots of businesses, and online business is not an exception. As any type of business, Internet business also needs marketing and client base. One of the ways to advertise online is banners. Banners can be easily made by yourself - visit this [how to make a web banner](#) site. But many people still cannot do that for some reasons it is possible to purchase some - just search for [buy banner space](#). But when selecting banners or services offering to create them always keep in mind that you can save some funds and find good but [cheap banners](#).

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