

Better Banner Ads

by NYSSA eMedia team

Banner ads, the longtime workhorses of the online media landscape, continue to perform well for consumer and business-to-business marketers.

Whether you're designing for a website, micro-site, blog or electronic newsletter, here are some tips to keep in mind:

- **Set goals.** What do you want the banner ad to do? Drive more traffic? Increase conversions? Generate leads? Download your white paper? Attend your next webinar? Set a goal and make sure the design of your ad will get prospects to take the action you really want them to take.
- **Focus on simple design.** Don't use .gifs or other distracting technologies just to look cool. Chances are, your techno-wizardry will be wasted as viewers will move on, if the ad takes too long to load, takes over their browser(s) or makes them dizzy. Stick with designs that are simple and easy on the eye.
- **Reduce the content.** Keep any writing in the ad short. If your copy is running over two lines of text (15 words), it's probably too much.
- **Test.** Just like landing pages, banner ads can always benefit from testing. Create a few different banner ads and try them out first before you deploy. You never know what will ultimately convince prospects to click.
- **Double-check readability.** Make sure any text on the ad doesn't disappear. Using gradients or shadows can make it harder for your call to action to stand out.

No matter how complex the media landscape becomes, if you stick to your discipline and focus on the right objectives you'll never go off-task. Keep it simple. Set realistic goals. Commit to measuring (the right things) and test early and often. We look forward to working with you.

Sources: Wynne Media Company; Online Media & Marketing Association; Internet Marketing Report and Marketing Experiments Blog