

# How Internet Advertising Can Help Your Business

The sole reason businesses of all sizes advertise is to spread the word that they have something of interest to sell to their customers. It may be an event you are promoting, a new product line or an expansion of services, and the advertising might take the form of print ads, television commercials, billboards or online ads.

## 1 Banners or Advertisements?

There is a big difference between an Internet banner and an advertisement. Current psychology of users is that, they can “spot” obvious ads and tend to ignore them for the content. Since a banner link is to something useful and beneficial to the users, there is greater chance that a visitor will click. Which one of the two images would you click on? Both are for the same website, but one is providing free information.



## 2 Advertising

### Fixed Position



### Classic Pop-Up



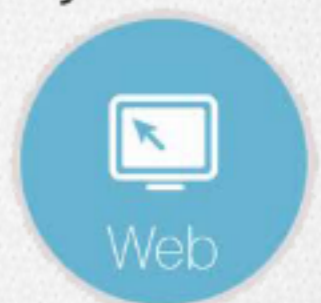
### Page Peel



With a solid advertising campaign, you have complete control of the message your audience receives. You control how the message looks, what it says, how and where your customers receive it.

## 3 Web Based Advertising

In today's world, advertising is big business because there are so many products and services offered. Competition has increased, so every business large and small is charged with promoting their products in the best manner possible. One of the best online marketing tools available is Google's AdWords. With this easy to use program, companies can create ads for placement on other websites using the AdWords payment conditions.



## 4 Using an Affiliate solution

Create an affiliate network for your small business website. Have a graphic designer come up with the advertising material, such as link buttons and banners. Selected affiliate sites can select a button or banner for their site. When a customer makes a purchase through that link, you give them a small percentage of the cost of the item.



## 5 Never forget Blog posts

Time consuming, but possibly the cheapest method to advertise on the Internet. If your business creates an interesting Blog, the visitor numbers grow, and because the site is always being updated, Google & Bing index more frequently and position the website higher in search results for keywords. A Win Win situation.



Contact [www.northampton-marketing.uk](http://www.northampton-marketing.uk) for more information