The advantages of online banner advertising

INTRODUCTION

E-commerce which is also known as electronic commerce, it is online commerce verses actual-world commerce. E-commerce contains retail shopping, investment, banking, stocks and bonds trading, sales, real estate dealings, airline reservation, movie payments. It is almost everything you can visualise in the real world. Even personal services such as hair salons can advantage from e-commerce by providing a website for the sale of connected wellbeing and attractiveness goods, usually accessible to local customers wholly.

While e-commerce once required a luxurious interface and individual security certificate, this is no longer the situation. Virtual storefronts are offered by a diversity of hosting services and great Internet occurrences such as eBay and Yahoo, which offer turnkey solutions to sellers with slight or no online knowledge. Tools for running effective e-commerce websites are made into the hosting servers, removing the need for the individual trade to reform the wheel. These tools include advantages like inventory and sales logs, and the ability to accept a diversity of expense choices including secure credit card transactions.

The rising popularity of e-commerce is clear considering the time and bother involved in running from store to store, penetrating for an item in the world. It not only takes valuable time and energy, but petrol. With today's busy cities and high gas charges, shopping online every time the mood strikes even in the middle of the night, it has indisputable and unassailable benefits. Not only is it suitable to shop at a countless of sellers from the comfort of

your computer chair but it's also a snap to find the best deal by allowing sites such as PriceGrabber examine through hundreds of vendors for you.

As a result, global world businesses often cannot compete with their e-commerce complements, though one does have to watch for exaggerated shipping payments that might disprove savings.

Type of Online Advertising

Banner Advertising

The first kind of advertising ever done on the net was banner advertising. A banner can highlight a company's product/service/offer and by clicking on it the user will be taken to that company's website, where the company can create a suitable landing page to provide their further information. Banners spaces usually were sold by banner views, impressions, but it is sometimes sold by click-thru, where the company pays only when the user clicks on the banner.

To post a banner advertisement, the company can do either or all of the following:

a) Banner exchange

where another website displays the company's advertisement in exchange of the company displaying for them

b) Pay publisher

sites to post the company's banner

c) Pay a banner network

to post the banner advertisement on a number of publisher sites

Advantages of Online Banner Advertising

Get more website traffic and sales

With banner advertisement, companies can put their message in front of future customers. It also drives clicks to their website and sales from interested audiences.

Advertise new products

Banner advertisements can help companies to advertise their new products because banner advertisements give them the freedom to say what they want not only with text but also photos and animation.

Build brand

Company's brand name is one of company's most important assets. By building trust with their customers, customers are more likely to purchase from them, not just once, but repeatedly. Banner advertisements allow them to get their website name and even their logo in front of their audience.

Find new customers

With search engine advertising, people have to know to look for the companies' product or name. But with banner ads, companies can put their message right in front of the people. Introduce themselves to new customers to win new business.

Easy and cost-effective

Banner advertising has been put within reach of small businesses by new services. Online tools now let companies make free banner advertisements and buy online advertising space quickly and easily.

Disadvantages of Online Banner Advertising

Cost considerations

Banner advertisements can be rather expensive for small businesses as it may cost several thousand dollars per month to put an advertisement on a site with a high level of traffic.

Creating effective banners

Even if a banner is well-placed, it will not attract the interest of surfers or generate traffic for the companies' website unless it is well-designed.

Suggestion for Improvement

Size

Some banner advertisement is too small to be noticed while some is too big causes the banner to look very disturbing. The size should be around medium size.

Graphic

Insert some graphic in the banner such as animation or cartoon characters might attract the viewers even more.

Facebook Advertising

Facebook Advertising has grown-up in popularity and formed quite a stir when it was head introduced. Ever since the arrival of aiming advertising more exactly towards demographics such as age, sex, education and so on. And having tighter limitations on advertising quality, Facebook advertising has been a feasible traffic builder and advertising choice for minor and huge size commerce.

Advantages

To reach target customers, connect with more than 500 million potential customers (100 million mobile users) cannot be overlooked. There are more Google searches that are being done, the customer reach for Facebook advertising is massive and needs to be utilized.

Because of its ability to divide and segment customer information, Facebook has the ability to offer increased targeting for their advertisers. If you would like to only target women, ages 20-30 with a university education that live in California, then you can do that. Likewise when someone changes status such as single, engaged or married they move into new markets, making them more attractive to target.

With the ability to target locally very exact, corporations and services that are looking for local or regional clients can gain benefits from the Facebook advertising system. It is to find a successful with Local Clients.

Disadvantages

People are using Facebook to talk with their friends and socialize and rarely are thinking about buying something when they log into their Facebook account. This creates issues when firms are focusing on click through rate (> 2. 5-5%) conversion rates.

One thing that Facebook has continued to try and crack down on is advertising campaigns that make their way into the system that are inappropriate and off putting to users of the system. Free give ways, rewards programs and comedy sites have continued to flood the system, giving the advertising less relevance when the consumer is viewing them.

Suggestion for Improvement

Graphic

Insert more graphic in the facebook advertisements such as animation or cartoon characters might attract the viewers even more.

There are plenty of advertisers that complain about how long it takes to get Facebook advertising approved. So, two options are immediately obvious.

Automate it.

Hire more interns.

Reaching Facebook Users Through PPC Advertisements – hansdorsch

Conclusion

Online advertising means doing advertising activities through internet network not only at local places but also worldwide. Online advertising is

very effective as nowadays many people have access to internet. They can see the advertisement when they were surfing the internet.

Meanwhile, normal advertising means doing advertising through media such as television, radio, newspaper, brochures and others. Television and radio advertising can be both effective and not effective. These two advertising can be effective as many people likes to watch television and listen to the radio. These two advertising can be not effective because the advertisement that are broadcast may not be the advertisement that viewer or listener wish to know.

Therefore online advertising is better than normal advertising and the best online advertising method is Facebook advertising. This is because nowadays, Facebook is a social network that connects to people around the world. Facebook had become very famous not only for teenagers and children but also adults. Some people may spend up to 12 hours a day just for Facebook. So by using Facebook advertising, Facebook users may be able to see the advertisements and click on it if they were interested.