

The 5 best ways to advertise online and get results

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As compared with conventional forms of marketing, online advertising is unquestionably one of the most innovative and unique forms of media to deliver your message to the marketplace. Its popularity increases exponentially with every passing year. As compared with print media, it is a relatively inexpensive and a flexible media for marketing your products and services.

Unlike other forms of advertising, online advertising using website technology allows you to interact with your audience in many new and interesting ways. For example, a home builder can create a virtual tour of their sample homes that a visitor can control with the use of their mouse. They can change different aspects of the imagery to observe the home from different angles and navigate throughout the interior while controlling 360 degree views.

Although use of the internet is an effective form of advertising, do not neglect traditional media such as television, radio, printed brochures and informational materials. Collectively, they are your marketing tools that should be used in tandem with each other. Each one represents a unique approach and their use must be tailored to target a particular audience.

When using internet technology for a marketing campaign, consider the following questions:

1. How should you advertise?

E-marketing ideas include sending sales e-mails to customers and prospects, adding an offer on the *Home* page of your website or developing a *Google Adwords* campaign. The method of communication you choose depends on the product or service you want to advertise and the target audience you want to reach. Select the most suitable form of e-marketing you believe will effectively deliver expected results.

2. When is the best time to advertise?

Deciding on the best time to advertise depends in part on your industry and seasonal appeal for your products and services. If the product or service you sell interests anyone at anytime of the year, you have the luxury of advertising most of the time throughout the year.

However, if sales of your products or service tend to peak during seasonal holiday periods or are cyclical in nature, your timing must be more precise and research is warranted. Begin by creating a graph of your sales history for the past two years. Note the peaks on your graph indicating optimal sales months throughout the year. Schedule your marketing campaigns early enough to coincide with these peak periods and capture your share of seasonal sales.

3. Use professional graphics and designs

The appearance of your marketing materials is equally as important as the words you write. The graphics must be attractive and entice the reader. If the artwork is substandard, your copy may never be read. If you have the talent, tools and time to produce your own graphic layouts, you can save money. If not, hire a professional graphic designer to produce artwork that you would be proud to present to your customers and prospects.

4. Get to the point

Most people in business are time poor. Regardless of which media you decide to use for your marketing campaign, the copy you write must be short and sharp. Write an opening statement to capture interest, a brief description and a call to action. This is especially important if you decide to

design and write an e-mail campaign. If e-mail content is lengthy, you risk losing reader interest and having it end up in the *deleted items* bin.

5. Measuring your conversion rate determines your success

One of the most important post campaign tasks is calculating your conversion rate. The rate is a measurement of customers and prospects that responded to your campaign's call to action. This might be placing an online order, downloading sales literature or providing an e-mail address for further information about your products and services.

Without measuring the results of the campaign, you cannot truly know the amount of success attained. By gathering data, you can adapt and adjust future marketing campaigns based on historical data. Making adjustments to your marketing approach will ultimately strengthen the results of your future campaigns.



About the Author

Bob Hoffman is a [SEO Digital and Print Copywriter](#). He has more than 30 years business experience in management, sales and graphic arts and is currently the director of Pebble Ridge Corporation Pty Ltd trading as PRC Marketing.

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