

DESIGNING YOUR BANNER AD

TOOLS

There are several tools you can use to create a banner ad. If you've got design skills, you can use any graphic design program like Adobe Photoshop or Gimp.

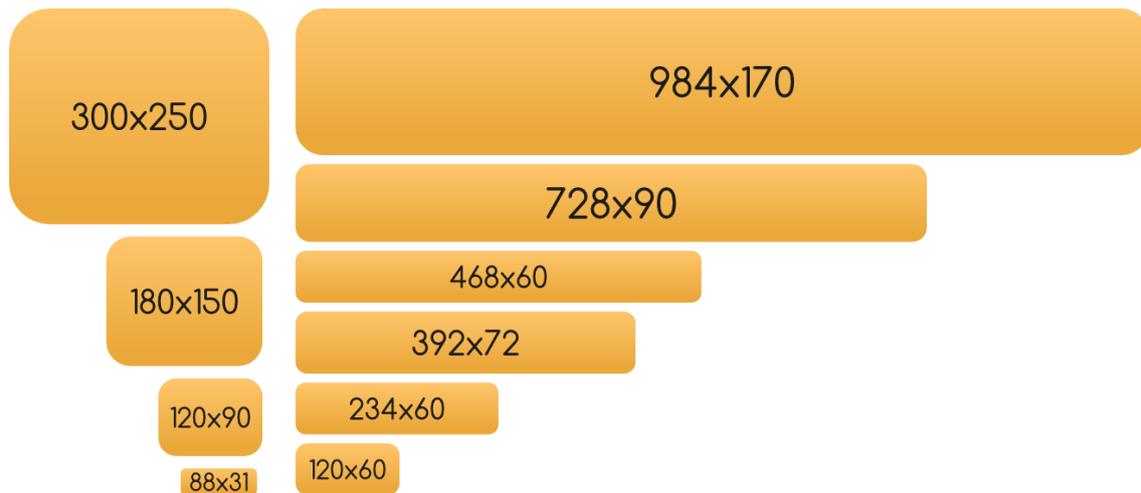
However, many businesses prefer a super quick solution specifically designed for non-designers to create banner ads, such as BannerSnack.



SHAPE, SIZE, AND FORMAT

You'll need to make sure you have a variety of banner ad sizes available for use in your campaigns. You can get your ad sizes from the IAB (Interactive Advertising Bureau) or simply follow the recommendations of the ad network you're using. For example, Google AdWords recommends 300 x 250, 336 x 280, 728 x 90, 300 x 600, and 320 x 100 versions of your ads. Again, a banner ad solution like BannerSnack can make this process super easy.

Another important detail is going to be format. If you're going to use static images, you'll want to use .jpeg, .jpg, .png, and .gif file formats. If you're trying to do animated banners, you'll be dealing with .swf and .gif files. It's also important to consider the file size. This depends on your ad network. For example, Google's display network requires files to be 150KB or smaller.



DESIGN IDEAS

If you are indeed using a solution like BannerSnack, the best option for design and style is to use a template and stick with its general layout. However, here are some general best practices to consider.

Be mindful of your brand or product colors and try to focus on just two or three primary or secondary colors for your ad. Use high quality images that are appealing and grab the attention of your audience (incorporate the things you learned while researching your audience).

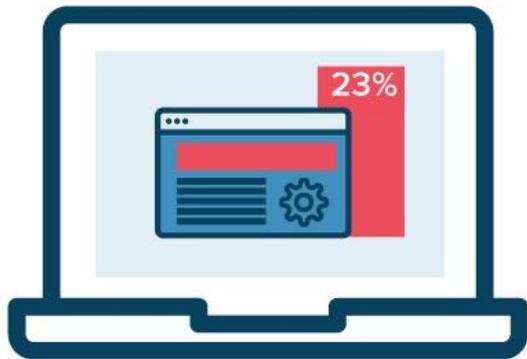


Ensure you properly use contrasting colors to make your text and CTA buttons pop out. For example, it would be silly to put white button text on a yellow button on a light orange background. A lot of this is common sense. If it doesn't pop out for you, it probably won't pop out for your audience. Also, be sure to balance main ideas and empty space. Jamming too much imagery and text into a banner can be counter productive.

TEST, TEST, AND TEST AGAIN

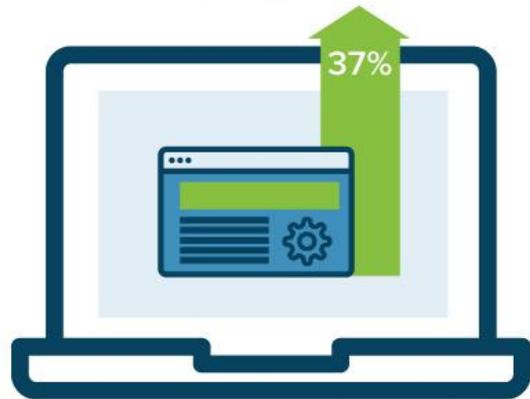
Your goal within the ad campaign is to maximize the effectiveness of each dollar you spend. So it's a good idea to create several variations of your banner ads and review the results to see which ones perform best. You might try different CTA phrases like "learn more", "join now" and "add to cart". See if one background image grabs more clicks than another. Heck, see if maybe a red button beats a blue one. The point is, you want to squeeze as much value as you can from your advertising dollar so test several variations and see what gives you the lowest CPC.

A



CONTROL

B



VARIATION

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