

# WEB ADS 101

## a guide to getting the most out of banner and tile advertising

### ● STRONG CALL TO ACTION

Possibly the most important element in your banner or tile ad is the Call to Action and convincing users to interact with it. The call to action is usually made of text or a button with phrases like 'Click Here,' 'Learn More,' 'Watch Now,' or 'Register Here.' It should be a standout focal point of the ad, prompting viewers to click on it.

**CAD TIP!** Knowing our audience, we strongly recommend your call to action points not simply to a product on a page, but to a product page with some sort of how-to content on it. Show the clickers something they can do with your product, preferably a video (see next bullet point!). Use numbers in messaging (folks tend to respond to numbers, i.e. "Click here for 5 ways to use Such and Such product!")

### ● VIDEO, VIDEO, VIDEO!!!

According to Digital Sherpa ([digitalsherpa.com](http://digitalsherpa.com)), click-through rates increase 2-3 times when marketers point to a video in their ad. And knowing the CAD audience, we strongly agree. Our subscribers love video, especially how-to video. On CAD, we have seen that banner and tile ads with calls to watch a video outperform those that don't. We strongly believe that clearly linking to a video demonstration of how to use a particular product would benefit our advertisers greatly!

### ● KEEP IT SIMPLE, YET EYE-CATCHING

Viewers are probably only going to glance at your banner for a second so it doesn't make too much sense to load up your ad with tons of information – that's what you want them to go to your website for. So entice them to click with a simple, clear message and not a lot of clutter! Use images that will catch viewers eyes. If using a white background, add a light rule around edges.

**CAD TIP!** Our audience is made up of artists who come to the site for instruction or inspiration. If possible include a "pretty" image (finished ceramic artwork is a good suggestion!), or an "action" shot of a process or technique. Including a call to action that indicates they can learn how to do the technique when they click is sure to grab attention.

### ● USE A READABLE FONT

You would be amazed how many banners use fonts that are totally unreadable. Make sure font is not too fancy to read, text has good contrast, letters are clear and large enough to read, etc.

## DON'T FORGET YOUR LOGO

Your company logo must be included to build brand awareness. Make sure that it's visually readable but not as dominant as the value proposition or call to action.

## KEEP IT FRESH

For best results, change up your message each month, or at least periodically. About 60% of visitors to our site are return visitors, and viewers tend to gloss over ads that they have seen over and over again.

Number to grab attention

Pretty picture to grab attention

Mention of techniques



Light rule to frame message

Clean, uncluttered, easy-to-read design

Logo present for branding, but not overpowering

Clear call to action; links to how-to video clip