

“The FASTEST and EASIEST way to generate high-quality leads online!”

Internet Income Mastery

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Quote Of The Day...

"The person who gets the farthest is generally the one who is willing to do and dare. The sure-thing boat never gets far from shore."

– **Dale Carnegie**

-Self-improvement Genius / Best-Selling Author



Here's What We're Going To Cover...

- The FASTEST and EASIEST way to generate high-quality leads online.
- ****5 Secrets For Maximum Traffic**** with banner ads.
- Placing banners for profits- simple techniques that get RESULTS.
- A quick guided tour of the brand new, “My Banners” page at IIU.



The FAST And EASY Way To Generate Leads...

- Banner advertising:
 - It's been around forever, but you hardly ever hear people talking about it.
 - Think of banner advertising as your way to tap into the thousands of dollars and countless hours invested by established websites.
 - Instead of spending months or even years getting to the top of some highly competitive keyword phrases, you can get INSTANT traffic by tapping into already established websites.
 - High-quality, SEO type leads convert well!



Banner Ad Secret #1: WOW Factor! (eye-catching graphics)

- One of the first and most obvious secrets to success with banners is the “WOW Factor!”
- Eye-catching, professional graphics will almost always out-perform dull, run-of-the mill design.
 - DISCLAIMER: This doesn't mean there has to be cash floating from the sky or gangster jewelry laid out on a table*



Banner Ad Secret #2: K.I.S.S. (keep it simple stupid)

- Keep it simple stupid!
- A lot of rookie banner advertisers will try to fit their entire sales letter along with their life story all on a tiny little banner.
- Less is more and someone should be able to “GET IT” within 2 seconds or less.
- Don’t make people de-scramble your hidden message.



Banner Ad Secret #3: Animation wins.

- More often than not, banners ads with moving images and animation will out-perform static graphics.
- Movement naturally draws the eye in, just don't overdo it.
- It's not going to do you much good to get attention if they're annoyed by your banner.



Banner Ad Secret #4: Sell the next step

- Along with any other form of paid media, your first and PRIMARY objective with banner ads is to generate LEADS.
- Effective banner ads will ECHO the message from the capture page.
- Let the sales funnel do the selling.



Banner Ad Secret #5: Strong call to action!

- Duh!!!!!!
- You might as well scrap everything we've just covered if you don't have a strong call to action!
- Tell people what to do next. In the world of banner ads, "CLICK HERE!" is perfectly OK and highly effective.



Placing Banners For PROFITS! (quick tips)

- When there's an option, it's best to pay "per impression" or on what's called a "CPM" basis.
- Aim for \$10.00 CPM or less to get started.
- If a site ONLY offers monthly advertising slots, speak to a sales rep and try to get an idea how many impressions you can expect to receive.

$$\text{CPM} = (\text{Ad cost}) / (\text{Number Of Impressions} / 1,000)$$

- ALWAYS ask for a "new advertiser" discount to run a test and see how it goes- I've been able to get as much as 50% off.



Does size matter? (drumroll...)

- As a general rule, the best performing banner sizes are:
 - 300x250 Featured Ad
 - 720x90 Leaderboard
 - 125x125 (high-traffic sites)
- Different sizes will perform differently on different websites and you never know until you test it.
- Start small and scale what works!



The SWEET Spot

- The key is to find the “Sweet Spot” which is usually a site that receives a lot of traffic, but is somewhat under the radar.
- You can also find a sweet spot within the various placements on a specific website. Try placing multiple banner sizes on the same site and see which location performs the best.
- Keep the winners, cut the losers!



Internet Income University “Traffic-Getting” Banners!



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