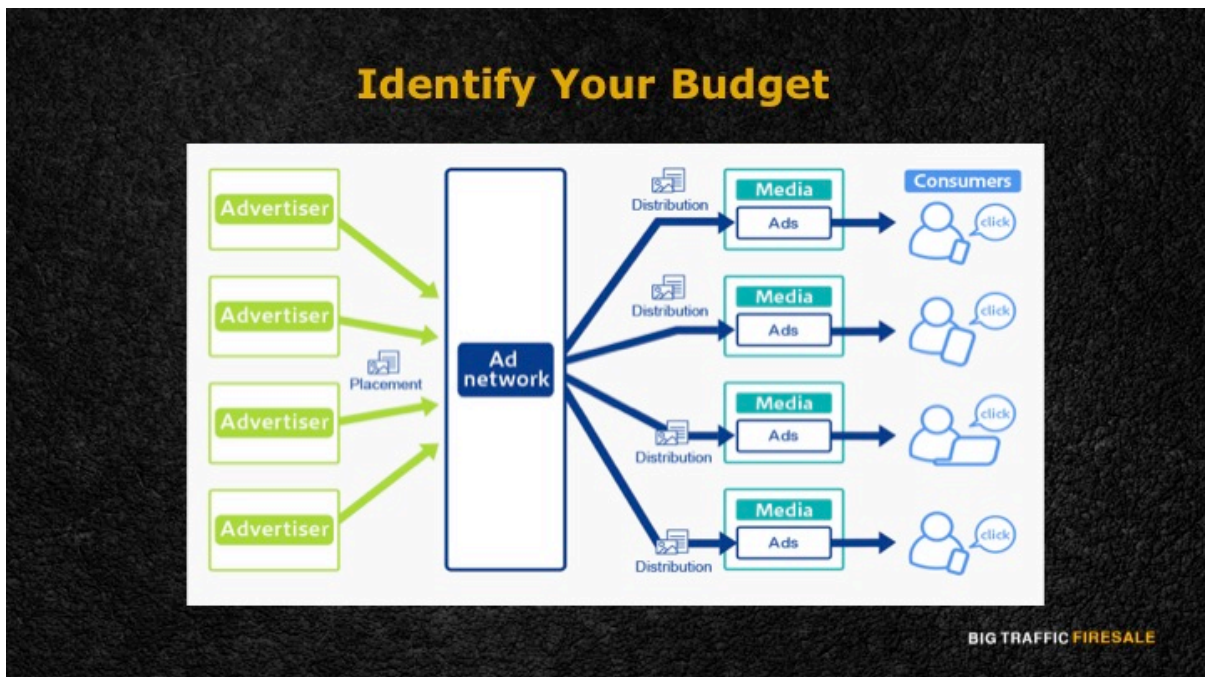


### 3-4 - Mastering Your First Banner And Offer



**S1:** Hi there! In the previous modules, we discussed on how to reverse engineer and model your offer plus useful tips to drive traffic to your campaign. In this module, you will learn the steps to start creating your banner and managing your first offer.



**S2:** The first step before creating your banner is to identify your budget. To

ensure you are working within your budget, use Ad Network to generate and run your banner.

Ad Network is a company that connects advertisers to websites to host their advertisements. When you opt for their service they will continuously run your banner in every site possible, but that does not determine your success in generating traffic.

The cost of advertising through Ad Network is quite high unless you own a multi-million dollar empire, you may be spending an extra \$10,000 - \$30,000 to run your ads on multiple sites.

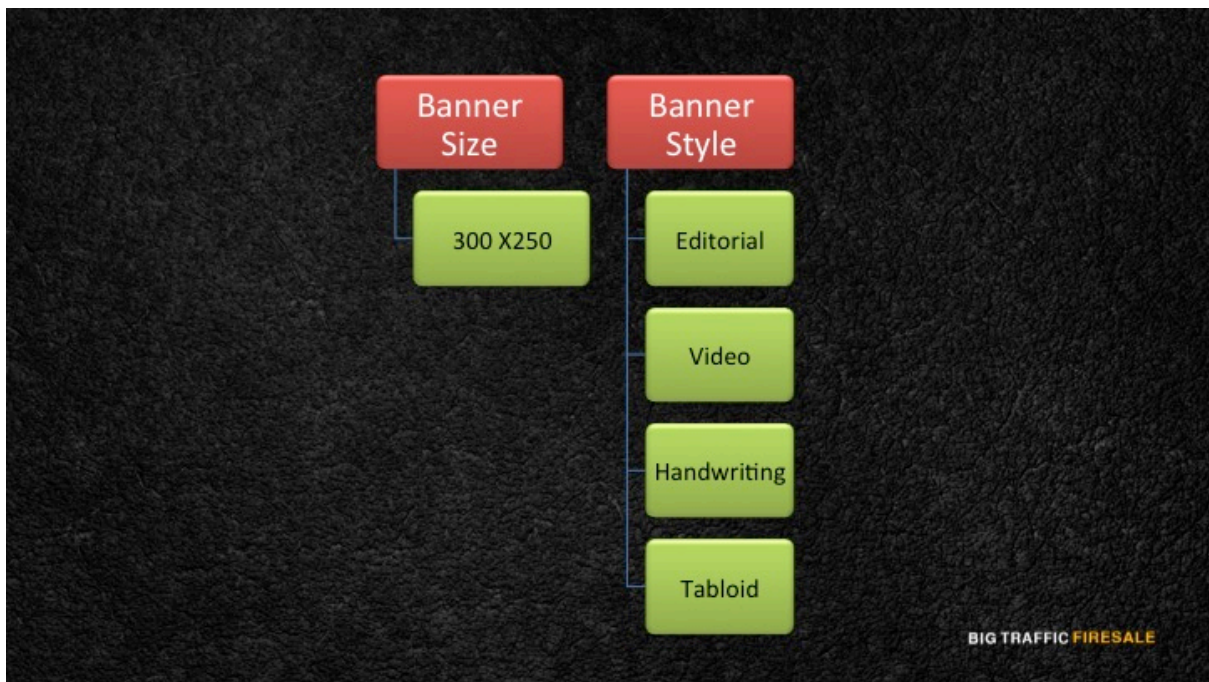
## Start Small By Scaling Small

- ▶ 3 simple steps to ensure your banner's success:
  1. Determine the style and size of your banner.
  2. Connect to an ad server.
  3. Set up an 'Even Delivery'/'Frequency Cap'

**BIG TRAFFIC FIRESALE**

**S3:** Therefore start small by scaling it small. Keep to these 3 simple steps to ensure your banner's success.

1. Determine the size and style of your banner
2. Connect to an Ad Server
3. Set up an 'Even Delivery'/'Frequency Cap'



**S4:** First and foremost, determine the size and style of your banner ad. A lot of people make their very first mistake by choosing the wrong banner size for their ads and wasting their resources.

Select the standard size which works perfectly in all sites and is great for starters. The size is 300 X 250.

Secondly, select your banner style. There are various banner styles to choose from which may range from editorial, video, tabloid, handwriting and many more. When selecting your style make sure to align it with your campaign, as it is also a factor to drive traffic.

## Designing Your Banner

- ▶ To save time and cost, you can hire freelancers to design your very first banner.
- ▶ Three sites where you can hire freelancers for good quality work:
  1. 20dollarbanners.com
  2. freelancer.com
  3. Upwork.com

**BIG TRAFFIC FIRESALE**

**S5:** I know some of you may not possess the expertise of creating your own banner. To save time and cost, you can hire freelancers to design your first banner for you. There are three sites where you can hire freelancers for good quality work

- 20dollarbanners.com
- freelancer.com
- upwork.com



**S6:** After creating your banner, do test run on your ads. This is when an ad server comes in handy.

An ad server is a paid software that helps you in test running your ads on different sites. It will do all the labor for you where it helps you track how many views, clicks and purchases that you have generated after the run. This tool is very practical and saves you a lot of time. Some of the adservers you may consider are:

- Adshuffle
- Sitescout
- Zedo

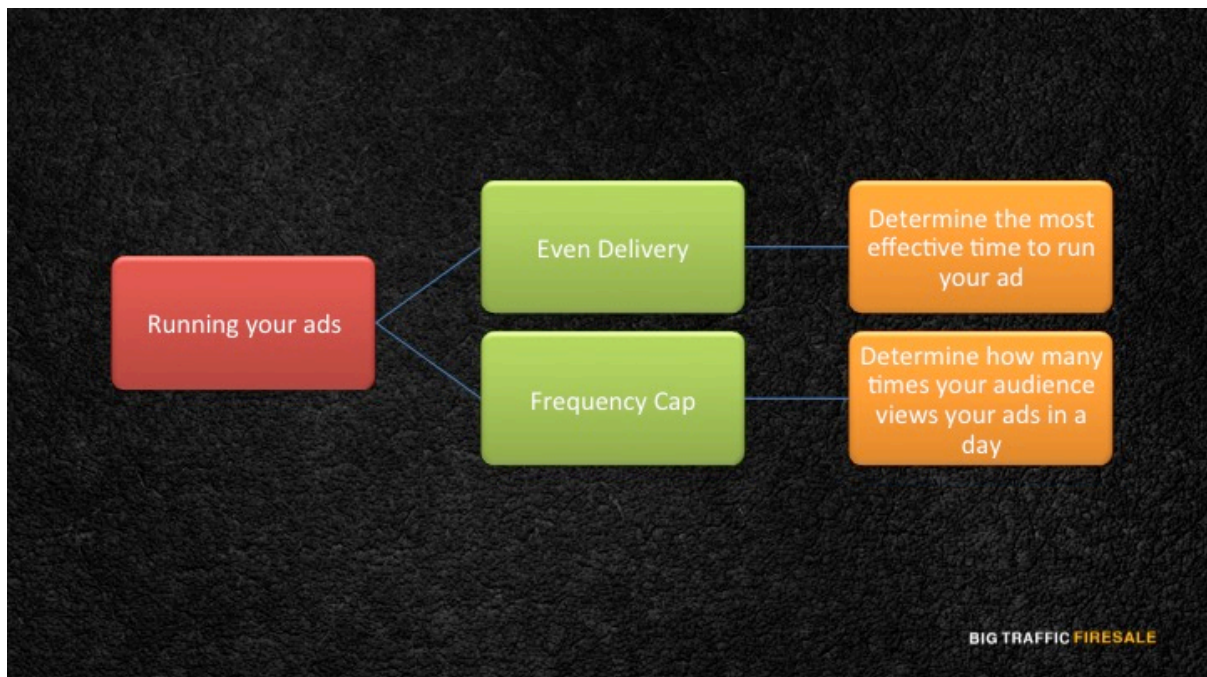
## Track Your Sales And Clicks

- ▶ Set up an 'Even Delivery' or 'Frequency Cap' for your investment.
- ▶ It is a setting to control the number of times a customer views your ads in a specific time frame.

BIG TRAFFIC FIRESALE

**S7:** After running your ads, take note of the results and how much clicks and the sales you have been receiving. Consequently, to maximize your return on investment, set up an 'Even Delivery' or a 'Frequency Cap' for your ad.

What does that mean? It is a setting to control the number of times a customer views your ad in a specific time frame.



**S8:** For Even Delivery, you determine the most effective time to run your ad.

For instance, when you have test run your banner you realize that during the weekdays there are less visitors on your site as compared to the weekends. Therefore, you only set your ad to be viewed on weekends so you do not waste your resources.

Meanwhile, for Frequency Cap you determine how many times a customer views your ad in a day. If they view it multiple times as well as clicking it, but they do not result in purchasing your product it may also be a waste in resources. Hence you may want to allow only a one time viewing per day per customer, for your ad.