



BOOST YOUR BUSINESS AND MAXIMISE SALES

Use online advertising to increase traffic, generate leads and build brand awareness.

By Matthew Green

Whether you run a small flower shop or a multinational corporation, online advertising offers an avenue that you should seriously consider for your business. When used effectively, advertising on the Internet can dramatically increase traffic to your website, generate targeted leads and expose your brand to new potential customers. But the opposite is also true. A haphazardly implemented online advertising campaign can cost you a fortune while showing only minimal to average results. Continue reading to discover how to harness the power of online advertising and how you can use it to benefit your business.

Increase traffic to your website

Exposure is critical to attracting traffic to your website. An innovative, eye-catching advertisement can attract hundreds (sometimes thousands if you have the budget) of Internet users to your website. But you can't just place an advert on any website; the website on which your advertisement is placed should attract your target market in order for it to be effective. If your business sells tyres, placing an advert on a makeup seller's website is unlikely to attract much traffic, regardless of the number of people who see it.

Generate leads

Online adverts can be specially designed to generate leads for your sales team. By adding a form requesting Internet users' contact details to your banner advertisement, you can easily obtain potential customers' information for future use. Internet users who have provided their contact details have already shown interest in your products and services, and are primed to become customers.

The forms on this type of online advertisement can be created to request whatever information you want, including email addresses and phone numbers. Furthermore, because many people prefer not to provide details on advertisements, they can be directed to a landing page. This uniquely designed page can then provide relevant information on your products, services and business, and entice the user to fill in the form for more information.

Build brand awareness

In a very similar way to traditional advertisements, online adverts can be used to make the general public aware of your brand and products. As with billboards and magazine advertisements, enticing online ads can be placed on websites throughout the online environment. Through multiple exposures to images of your advertisements, Internet users become accustomed to your brand and when next confronted with a choice between your products and those offered by your competitors, they are more likely to choose yours.

For even greater impact, consider creating a dynamic advert with which potential customers can interact. Banners with games, quizzes or polls offer an excellent way to get Internet users excited about your company. And if you're lucky, these advertisements can even go viral, creating an explosion of interest.

Do it right

If done correctly, implementing an online advertising campaign can reap substantial rewards. While it is possible for you to contact suppliers directly and arrange to have your advert placed on their website, it is highly advisable that you use the services of a professional online media planner and buyer. Not only can they leverage established relationships with suppliers, but they have access to extensive resources, including designers, developers and statistics. Give your business an edge over your competitors now with eye-catching online advertisements.

© *Entrepreneur Media SA (Pty) Ltd. All rights reserved.*