



20 Ways to Promote Your Campaigns with Online Advertising

1. **e-mail blasts to 3rd party rental lists:** Standard e-mail rental blasts in which your company name appears in the FROM LINE.
2. **co-branded e-mail blasts:** When available, gain instant credibility by having your message appear to come from the list source. Instead of your company name in the FROM LINE, the publication/publisher is listed there. These blasts are arranged directly with the publishers, not their list managers, and often require other advertising commitments.
3. **e-newsletter sponsorships:** Many business magazines and websites blast at least one e-newsletter a week. And large, content-rich publishers usually put out several on high-interest topics. Advertisers can place a small banner or text ad near the content. This offers a highly-targeted audience at a lower cost per thousand than dedicated e-mail blasts.
4. **online display ads:** Banners, buttons, leader boards, skyscrapers – lots of sizes! This is the original online-advertising vehicle.
5. **text ads:** Many websites have a section for lower-cost text ads where you can place a few sentences with a link, as an alternative to graphic display ads.
6. **contextual links:** When a reference is made to your product or service or the category, the words will be underlined and there will be a link to your microsite or landing page.
7. **roadblocks:** Lock up all the banner ads, or a number of them, on the same page for maximum impact.
8. **media-affiliated webcasts:** More and more business-to-business sites are offering a complete webcast package allowing you to sponsor a turkey web seminar. The deal includes all the setup, technical arrangements, promotion, “impartial” media sponsorship and moderator, and sometimes even a negotiated number of guaranteed leads.
9. **custom sponsorships:** On targeted websites, you can garner high visibility by prominently sponsoring:
 - > a place, i.e. microsites, “infocenters”, “knowledge centers” and other special sections *or*
 - > a time (theme months) *or*
 - > an interest (“learning guides”).
10. **traditional search:** Buy keywords on the major search engines: Google, Yahoo, MSN, AOL, Ask Jeeves.

11. **vertical search:** Buy keywords, or list your company for a fee, on up-and-coming business-to-business search engines specializing in high-tech, marketing, industrial products and other industries.
12. **keyword search on a publication's website:** Some high-volume publishers, particularly in the technology sphere, offer keyword search. To enable advertising, they group queries into key concepts and include all of the related keywords. Your ad appears on the search results page whenever the key word or concept you purchase is searched.
13. **local search and advertising:** Promote your business on geo-targeted web sources such as the local pages of major search engines, city newspapers and magazines, weather-oriented sites and other places online where consumers and businesspeople type in their zip codes to make their location known.
14. **"dogear peelbacks":** One of the newest ad units, a dogear peelback is an animated graphic that resembles a folded over page corner, or dogear. Sitting quietly in the corner of the page until activated by mouseover, it can be customized to include the client's logo or other creative. When a user 'mouses' over the dogear, the entire page peels back to reveal the advertiser's landing page. The effect gives advertisers a about half of the page real estate.
15. **"virtual" tradeshow:** Just like web seminars are so popular and easy to attend, so are virtual tradeshow. Plan a one- or two-day event of back-to-back webinars, in conjunction with an online expo featuring your company and partners.
16. **white paper link/posting:** Many web sites will let you post a link to a page where interested prospects can download your white paper. Lots of bang for few bucks.
17. **blog ads:** An excellent option if you need to woo the early adopters and opinion makers that traditional media can't reach. You can select particular blogs or gain access to certain interest spheres with blog-ad networks.
18. **RSS feed advertising:** RSS is the new standard for content distribution and syndication from news sources and blogs, emerging as an alternative to e-mail as spam and deliverability issues have emerged. Recipients sign up for a feed with regular delivery schedules. Now, many feeds are accepting advertising.
19. **listing in online buyers' guides:** Industry publications have published annual buyers' guides for years, with paid inclusion and/or vendor advertising. Now, they're online!
20. **product/service classifieds:** These are sometimes located at the bottom of popular web pages, near the text ads, available on an ongoing monthly basis.



If you want something that's not already offered, let us know and we can negotiate an arrangement to meet your needs.