

Top tips for creating an online banner

Know your audience

Be clear who you are talking to and why. There are over 1 million New Zealanders that use the internet so being absolutely specific about who you're trying to talk to is critical.

Be single minded

Keep it clear and simple. You only have a couple of seconds to capture your audience's attention so you need to get your primary message across up front. Keep the rest of the detail on your own website wherever possible.

Placement is key

Consider the content around your banner on a web page. What articles are your banners sitting next to? Try to make your banner relevant to the rest of the page as this will increase the likelihood of your audience responding.

Be aware of constraints

Each web site has its own rules regarding banner placements. You need to be aware of these and review site specifications before creating your banner so you can take best advantage of the placement. Just contact the sites you will be using and ask for the advertising specifications.

Give to get

Your audience are busy and most probably engaged in the content on the page they're browsing. If you want them to engage with your banner, then it should entice and reward them with something, whether it be thorough interaction or incentivisation.

Clear call to action

This is absolutely critical, but often forgotten. What do you want your audience to do? Make your call to action simple and clear so they can act straight away. Try to use an offer or incentive to get your audience to act, rather than simply asking them to get in touch.

For more tips check out this [video](#). Or visit www.hubcommunity.co.nz

