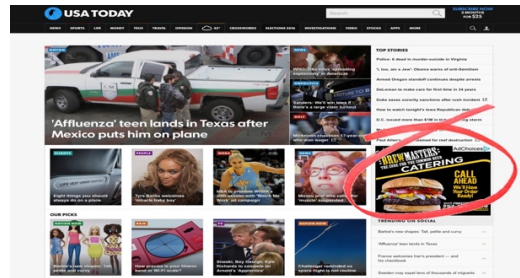


Frequently Asked Questions about Online Display Advertising BigBizBox



Communicating with consumers is the lifeblood of every business. The conversation starts with advertising and continues with the way you serve. Choosing the right advertising tools for your business can be hard, and we're here to help.

Our experts use emerging technologies, the most effective of which is online display advertising (internet advertising). It is inexpensive when compared to traditional advertising, flexible and effective, and it promotes your services with vivid graphics and messaging. Most importantly it engages your target audience in a dynamic conversation about your business, and invites an immediate response.

Here are some questions our clients often ask:

1. What is online display advertising?

The ads you see after you search for a car, you know, the ones that follow you from the news website to the embedded ads in your Facebook feed. The ads that seem to know just what you were thinking, the appear at the bottom of the Candy Crush game on your phone? Yes. Those.

As a business person, you want to reach the person who wants your product, needs your service, is craving your food. We start that conversation in your neighborhood, and give you the flexibility to give your message, anytime, directly to your best customer, on mobile phones, computers and tablets.

2. Isn't internet advertising expensive?

Advertising can be very expensive, so savvy business owners leverage every tool at their disposal. Here are some advantages to digital display ads that make our advertising cost less:

We take advantage of long-term ad buying, while staying flexible with our content and campaign production. Most online advertising charges per-impression but our service charges only when the consumer in your neighborhood clicks an ad and visits your website.

We use only what you need. If you only want short exposures for things like a sale, political campaign, promotion of an event or an upcoming special, online display advertising offers flexibility in price, and costs less to produce. Unlike print, radio or TV, the production cost is minimal and flexible. Long-term, consistent brand exposure is also an effective use of digital display advertising, because our ads are seen everywhere and often.

Because timing is important, campaigns can be as long or short as necessary. Most of our clients take advantage of 6-month to 1-year ad campaigns because they offer the benefit of “bulk pricing” while allowing unlimited changes for message flexibility. This type of ad-buy also lets us make changes to your campaign based on the performance of the ads.

3. Do I need to use internet advertising if I already use social media and traditional ads?

Online advertising completes your branding circle and instills confidence in your business. It levels the playing field by placing your local ad right next to a national brand (Verizon or Coca-Cola). In the minds of the consumer it elevates the local entrepreneur to the stature of a national or well-known brand.

4. Do I need to get rid of other advertising methods and just use the internet?

It depends on your goals and your budget. Questions like this are why we consult with each client prior to launching a campaign. We counsel our clients to maximize their exposure as inexpensively as possible, so if one method of advertising is a poor producer, introducing internet ads can be an inexpensive and effective solution.

Remember: Online display advertising doesn't replace all traditional methods of advertising. There is no “magic bullet” in promoting your business. Display ads complete the branding circle by reaching new customers and opening new opportunities to grow. Traditional media advertising – print, TV, and radio – aren't used by the consumer as often and don't reach every market segment anymore. Business owners need to complement old-media with online advertising to reach people where they are: their phones, laptops and tablets.

5. How do these ads work, exactly?

We buy ad space on local and national websites that consumers visit and use every day, and display your custom ad campaign on your behalf.

Since every device contains data, and most consumers are willing to share it freely, your ad is only seen by those who you select. Over 83% of Facebook users, for example, have never changed any user-setting, which allows us to entice your target by knowing his interests, location and purchase history. We know what captivates, motivates and inspires consumers to buy, and we leverage that information to ask them to buy from you.

We use this knowledge to design ads to grab their attention and tell them your message. And unlike print or TV, yours is often the only message they see on a page, app, game or article. We feature your ad on relevant sites to your target audience, and the result is clear, purpose-driven messaging.

6. How do I know the advertising is working?

We use complete transparency to your advantage. Having the ability to track or get feedback from your ads is critical. Other advertising forms can be hard to track; using display ads can let you see, on a monthly report, exactly how many connections you make.

This kind of information tells you whether your advertising effort is succeeding, or if we need to modify it to increase success. Our regular feedback reports can guide you to better strategies, and we work with you to maximize your success.

7. Can you give me an example of how you'd modify a digital display campaign?

Since we offer unlimited changes for every client's campaign, we can take advantage of A/B split testing. A/B testing compares two versions of a web page or ad to see which one performs better. You compare two web pages by showing the two variants (let's call them A and B) to similar visitors, and the one that gives a better conversion rate, wins!

What constitutes the best marketing strategy? Sometimes it's hard to say, even when you understand your market. This is why having control in your advertising is important. We can work with you to inexpensively test a strategy and modify it when the feedback is not as good as we expect, or increase it when it brings success. Digital advertising is much easier to tweak than traditional methods, and it's not as costly.

8. What are the biggest benefits for a small business?

Immediate conversation. Display ads control and personalize your message so you can efficiently find your market. Geographic location and specific demographic choices mean you share your most important message with the consumer you most want. Unlike a highway billboard, online ads are linked to your specific offer or information, and invite an immediate response.

Location, location, location. The local market gets to know you by seeing a banner ad with a link to your business, while they're already shopping, dining and buying.

9. What else do you do?

In the realm of digital media, it's easier to ask what we don't do. We're experts in in-store digital signage, Direct Mail campaigns, digital display advertising, graphic design and more.

Put our experts to work for your business today. We're here to help.

Big Biz Box

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