

Internet Advertising Basics

- Must be heavy with information that customers want
- Must be registered with search engines
- Must be supported by other advertising (i.e. list web address in print, radio, tv ads)
- Must fit into your advertising strategy.

Online advertising:

- Has the exceptional ability to target specific customers.
- Is viewed by some as an alternative to TV advertising.
- Can cost as much as TV or magazine advertising.
- Can make small companies look big. Gives them a storefront.
- Is a way for start up companies to make a splash in online commerce.
- Blurs the line between “content” and advertising - which traditional media regard as almost sacred.
There are fewer rules. (so far)
- Can have elusive effectiveness. In extreme cases, only one viewer in 2500 clicks on a banner ad.
That's \$1500 to recruit one new customer.