

Click Bait

Click Bait is anything that attracts or entices a view to click on your ad.

There is an entire mythology to display advertising and several tricks of the trade one can use to increase the “click rate” of any ad campaign. The first step is to get the viewers’ attention. This is generally done with bright or contrasting colors, animation, or interesting content.

We LOVE our animals. They are great to work with and they are excellent marketers.



There's no getting around it, bright or contrasting colors stand out



Never assume the viewer knows where to go, include a “call to action” button in your ad.

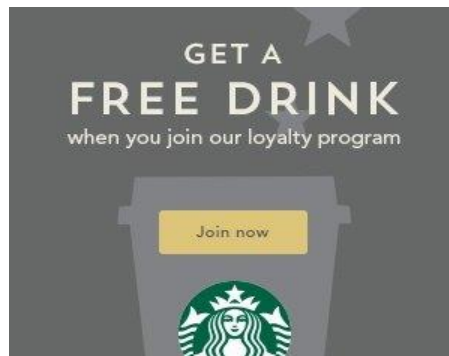


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Once you get the viewer's attention, it's another thing to get them to click on your ad. Unless it's done accidentally, this is generally accomplished with something of interest to the viewer, perhaps a coupon, a promotional offer, or a free give away. It's the sad truth but people generally need a reason to try something new or in this case, click on your display ad.

Everyone likes **FREE** stuff, it's a fact. Just using the word **FREE** attracts people's interest. It doesn't need to cost you a lot. Ask yourself this, "what's it worth to gain a new customer?"

Is it worth buying someone a cup of coffee? Give a gift card for a new customer.



Or other simple offers for first time customers that help you track your ad campaign.



Click Bait

With Programmatic Advertising, we can also target your own database or lists using email addresses or mailing addresses. Any promotion or giveaway that helps build your marketing list will pay off for your business and future promotions.



One final tip, don't overload your ad. Pick and choose your content carefully. It is possible to have too much information that will have the opposite effect. Brand (name and logo) are the top priority, then messaging (what you're selling or offering)? Branding always has value.



160x600 px



728x90 px

