

WebTaxGuide Marketing Tip #10 – Using banner ads to draw visitors to your site

WebTaxGuide Marketing Tip #9 talked about how you can display *WebTaxGuide* on a computer in your exhibit booth to draw attention to your online guide and start a conversation about tax services. In this tip, we explain how you can use banner ads on your and other websites to increase awareness of your online guide and encourage visits to it.

Ad design

You want your banner ad to attract attention and get viewers to click on it and go to your online tax guide. But you don't want it to annoy them with flashing images, jarring colors or hard-to-read copy. Therefore, keep your ad simple and to the point.

But make sure it has your firm's name and logo on it, so you can build brand awareness. Also, incorporate copy and imagery — for example, the splash page for your online guide — that quickly tells the viewer what the ad is about.

Above all, include a call to action that makes it clear what viewers should do and why they should do that. For example, "Click here for great tax-saving ideas."

To save you the time and effort of creating your own banner ad, we've developed a set of [banner ads](#) for use with PDI Global's *WebTaxGuide*. The ads, available for an additional charge, come in three standard Web ad sizes and include an area to brand with your firm's name and logo. (See samples below.)

Ad placement

The main thing to consider when placing your ad is the appropriateness of the placement for reaching your target audience. On your firm's website, your home page and tax services page are prime for a tax guide banner ad. If you have a page for estate planning services or financial planning services, you may want to post the ad there, too — as well as in your electronic newsletter.

If your firm has a Facebook page, you can drop the banner ad image into a photo album to draw attention to your online tax guide. Then post the ad — along with a link to your online guide — to your wall. Doing this will enable you to both display the ad and provide a way for those viewing your firm's page to get directly to your guide. Your post will also show up on the Facebook walls of those who Like your firm, so you'll reach a broader audience.

If your partners have individual Facebook accounts, they can do the same on their profile pages — drop the ad into their photo albums



728x90 pixels



240x400 pixels



160x600 pixels

Sample ads >



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and post it on their walls with a link to your online guide. Their posts about your online guide will then show up on their Friends' walls, increasing your reach.

For greater impact — as well as the ability to link the ad directly to your online tax guide — consider placing a paid Facebook or LinkedIn ad. Both of these social media sites enable you to pick your target audience, so your ad is seen by those most likely to be interested in your tax services. You may also consider placing your banner ad on the websites and in the e-newsletters of local business associations and nonprofit organizations, as well as on the site of a local newspaper or TV station.

Questions?

If you have any questions about this or other *WebTaxGuide* tips — or would like to order our *WebTaxGuide* banner ads — please contact your PDI Global account coordinator directly, or e-mail information@pdiglobal.com and let us know how we might be of assistance.

To see other *WebTaxGuide* Marketing tips, visit www.pdiglobal.com.