



Online advertising gets people interested

While search engine marketing and search engine optimization target people when they're searching for information about - or looking to buy - a product or service, online advertising talks to potential customers in the places they visit on the web.

What is online advertising?

Online advertising is not based on keywords that someone types into a search engine. It's advertising on websites that your audience visit. Rather than being solely focused on immediate action such as sales, they:

- Make your target market familiar with your brand.
- Put you at the top of mind next time they want to buy.
- Encourage people to visit your website.
- Lead to conversions, even weeks or months in the future.

Research your keywords

It's really important to include the right keywords in your online advertising. Understanding what your competitors are doing, where you stand among them, and which techniques are working for them are all hugely important to your online success. This can be doubly true internationally, where you might have less of a grasp of the market. Try out these 5 online market research tools, which can help you quickly understand the market in any country you choose:

- Google Keyword Tool
- Google Insights
- DoubleClick Ad Planner
- SocialBro
- Open Site Explorer

What do online ads look like?

You can have them in many different forms including:

- Simple text ads
- Display banner ads along the top or side of a page
- Pop up ads



- Flash animation
- Video ads

Where do online ads get displayed?

It depends on your audience, strategy and budget. Consider:

- National news sites
- Entertainment sites
- Lifestyle sites
- Sites related to your industry
- Social media sites like Facebook