

VOLUME 7 ISSUE 1

WEBWISE

SMS WebWise™ is a bi-monthly newsletter dedicated to keeping SMS clients and prospects advised of new website techniques and opportunities in the fast changing Internet marketplace.

Join our on-line Facebook community by searching Scientific Marketing Services and become our fan.



SMS Pow'rPac™ On-Line Combo Ads Produce More Qualified Leads from Different Marketplaces at the Same Time...for Less!

Here's how they work for you:

SMS creates an eye-stopping, unique, **animated** banner ad whose multiple headlines promote a series of multiple products or service offerings appealing to your prospects in several different segments of your marketplaces at the same time.

Clicking on any—or all—of the rotating headlines of the provocative ad takes your prospects directly to specially created and coordinated landing pages that allow them to request more information, samples, or service, in exchange for providing basic contact information—including e-mail contact addresses.

It's as simple as that...**and these coordinated and animated combination ads reach more prospects in more markets at a lower cost!**

The SMS **Pow'rPac** Animated Banner Ad uses the proven power of animated movement to attract and address multiple viewer needs with not just a single headline, but with a series of attracting and stopping

headlines, as the animation makes your single banner ad do the work of multiple ads. One single **Pow'rPac** On-line Combo Ad addresses important multiple market segments and offers you solutions to prospect needs. That's real economy that produces real results!

Pow'rPac On-line Combo Ads put the power where it's needed, and they deliver more viewers to selling pages that are dedicated to the product or service where important contact data can be solicited and more complete and current selling information can be located. This exciting product can, and will, work for you as it **increases the market reach of each ad nationally and internationally on a 24/7 basis.**

SMS **Pow'rPac** On-Line Combo Ads are economical, easily modified, and updated to address any marketplaces, and produce more qualified website leads for your follow-up while delivering more value from your budget dollars.



To find out more about how this important and unique SMS selling tool has helped others and can help you, contact SMS at 856-697-1257. Visit smsmktg.com/banners for banner styles and samples.

We know many of you have burning marketing questions to ask us. Let the SMS WebWise Newsletter quench the fire! Send your questions about marketing to anita@smsmktg.com or call us at 856.697.1257. Your question and answer might appear in the next WebWise issue.



SMS...for better ideas.

856.697.1257 • FAX: 856.697.9639 • E-mail: info@smsmktg.com • Website: www.smsmktg.com

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How to make your Banner ads Effective:

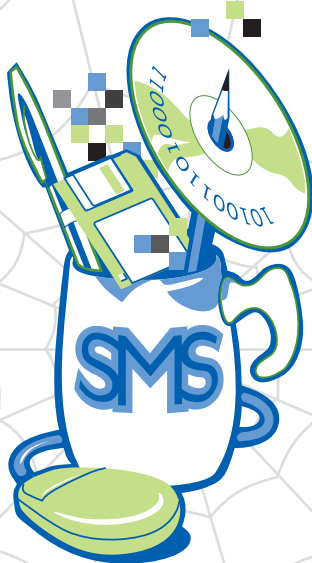
- **Keep it Simple:** Do not make your banner ads too fancy. The bottom line is to convey your message in as few words as possible, keep it relevant to the product that is being advertised, and be attractive yet simple.
- **Create Urgency:** When you include text like 'limited time offer', or 'offer valid while supplies last', you are more likely to generate sales through banner ads. This gives the customer the idea that the product is indeed limited.
- **Target the Right Audience:** Place your banner ads on relevant websites.
- **Just Clicks are not Enough:** Banner advertising effectiveness cannot only be measured by the number of clicks on the ad. The mere presence of an ad at all times, gets it registered in the mind of the customer, which may then transform into a sale at some particular time in the future.
- **Size Matters:** Try to use a strategically located larger banner so that it is visible to the customer. It will definitely be more effective than a smaller banner in some corner of a web page.
- **Give Something Away:** Entice customers with a giveaway for clicking through and registering with their contact information.



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Are your banner ads
creating excitement?



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