



## HOW TO

# REACH MILLIONS OF POTENTIAL CUSTOMERS WITH ADVERTISING

### USE THE LATEST TECHNIQUES TO PROMOTE YOUR PRODUCTS AND SERVICES

There are many things you can do to get the word out about your business. You can start a public relations campaign, or optimize your site's content to get it listed high in free search results. If you also have some money to spend on advertising, online ads may be a good investment: Recent research shows that just over half of all Internet users respond to online ads, and with more than 200 million people using the Web in the United States alone, the potential audience for any online ad is very large.

The Web offers a range of options for online advertising. Here are just a few for you to consider:

#### Search engine ads

With search engine ads, also called search engine marketing or paid search, you bid for keywords and phrases associated with your business. If your bid is high enough, your ad will then appear on search engine result pages—usually in a side column or above the “natural” search results—when users search for those particular words. For example, when you enter “dog walking” as a search term on Google, links to local dog walking services in your area will likely appear in the right column of sponsored links on your results page. This is because those dog walking businesses bid on the search term “dog walking.” When you use these types of ads, there's a catch—you don't pay fees unless users click on your ads, but if users don't click, the network may stop serving your ad so your ads should be relevant to the key words you are targeting.

To learn more and get started using search engine marketing, check out [Google AdWords](#).

#### Contextual ads

When you use contextual ads, you are bidding to have your ads placed next to content on Web pages that are directly related to your business. For example, a contextual ad for a dog walking business might appear next to an article about the importance of daily exercise for dogs that appears on a news site for pet owners. Contextual ads are a good way to reach a targeted audience that is reading content that is closely related to your business.

To create a contextual ad, you can use a service like Google AdWords to create a search engine ad. During the ad creation process, select the option to allow the ads-network to place your ad on sites with related content. The ad service will then find matching Web sites that have agreed to accept these types of ads.

### TIPS FOR CREATING SUCCESSFUL ADS

- Focus on your unique selling proposition—that is, what makes your company different—and concentrate on learning how to say it in a few words. Space is tight for most traditional ads, and it's even tighter for online ads. In fact, Google AdWords limits you to just 130 characters (including spaces).
- Create urgency and include relevant details of offers like “this week only”
- Include a “call to action” (this is, what the consumer should do next) such as “learn more,” “buy now,” “try it free,” etc.
- Offer coupon codes that can be redeemed online only





## VERISIGN STRATEGIES FOR SMALL BUSINESS

### Banner ads

Banner ads—as well as “skyscrapers,” “leaderboards,” and other types of online ads—have been around for years and are probably the most familiar type of Web-based ad. Banner ads usually feature visual elements that can be static or include animated or video elements that make them seem like television commercials. The goal of any banner ad is to get people to click it and go to your site. Ad sizes and functionalities vary by site, but to get a general idea of standard online ad types and sizes, you can visit the [Designer’s Toolbox](#).

### Traditional ads

Magazines, newspapers, and other off-line vehicles can boost your business awareness, but they do so at a significant cost. If your objective is getting customers to your Web site, you’ll need to make sure your message is compelling enough to get them first to their computers—and then to your site.

### Media mix

If you are considering various media channels for advertising, your ads will be most effective if you plan on getting those channels to work together. The messaging should be similar, if not exactly the same, and it helps to remember the rule of three: It takes three views before your customers get your message, so it’s perfectly fine to be repetitive, repetitive, and even more repetitive.

## BUILDING TRUST

Online advertising can be an effective way to get people interested in your Web site, but remembering that people need to trust your site is also important. VeriSign Trust Seal can help you establish that trust and give you an edge over your competition. To learn more, visit the VeriSign Trust Seal Web site at [www.verisign.com/trust-seal](http://www.verisign.com/trust-seal).

### LEARN MORE

For more information about how VeriSign Trust™ Seal can bring trust to your business online, please call: 866-878-7847, 650-426-5333 or email: [trustteam@verisign.com](mailto:trustteam@verisign.com). Visit us at [www.verisign.com/trust-seal](http://www.verisign.com/trust-seal) for more information.

### ABOUT VERISIGN

VeriSign, Inc. (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, VeriSign helps companies and consumers all over the world engage in communications and commerce with confidence. Additional news and information about the company is available at [www.verisign.com](http://www.verisign.com).

