Creating Personal Ads

Posted by Merlin22 - 2010/05/21 16:57

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Does anybody know of any software (FREE is great) that will allow me to create my own banner ads, links, etc. for my blogs?

Additionally, has anybody used any of the following methods to increase revenue?

http://apet17.wordpress.com/2009/03/30/adsense-alternatives-2/

I've heard that text links (non adsense) aren't what they used to be, but I'm curious to hear some of your thoughts.

Thanks.

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Re: Creating Personal Ads

Posted by Carty - 2010/05/21 19:23

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Dear Merlin,

    For banner ads, I always at first look out for the banner pre made by the product owner. It is usually of high quality as opposed to creating them using free software which merely uses a standard template and it mostly results in unattractive ads. Having a better, creative ad greatly matters in the CTR it gets and so I always recommend you create them manually.

If you can't find a banner pre-made for the product you're promoting, IMO it is not a good product to promote. Because, if the product is selling well, sure you will find some good banners made by the product owner already.

Coming to the Adsense alternatives, only those who get banned by Adsense will try them as in my experience, I have never seen a company pay as well as Adsense. So, if you're just starting out, Adsense is the FIRST choice. Apart from that, you can/must try affiliate marketing by having banner ads promoting the products. Even better, have an opt-in form, build a list from your blog and market to them. It is a totally different entity and would require a massive product on it's own if I have to teach you and pays of well if used in the right way.

Text-Link-Ads do work if your domain has at least a PR of 3 and over. If you're just starting out, by the time you reach this level, I'm sure you will come across a lot of better options and maybe direct advertising too.

Regards,
Carty..

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