



# Advertising

Let your advertising do the work for you!

Create brand awareness within a specified market and get on with the business of marketing business!

## 01

### Reporting for Your ROI

Reporting function establishes banner response, allowing you to shape your campaign thereby reducing your ad spend and accelerating your ROI.

## 02

### Targeted Exposure Working for your Brand

With your banner on our site your company receives additional targeted exposure from the South African Market place that reinforces your brand.

We are constantly adding new organic search content to our site to entice new visitors.

## Benefits



## 05

### Industry Specific

Every client that receives our daily emails is involved in the construction industry and has specifically requested to receive that industry information

## 03

### Repetitive Reinforcement

Customised content creates daily interaction between emails and your brand.

## 04

### Niche Exposure

Your brand will be displayed to construction industry professionals and decision makers.



Country	Sessions	% Sessions
1. South Africa	1,267,654	86.10%
2. Kenya	31,715	2.15%
3. India	18,439	1.25%
4. United States	13,008	0.88%
5. United Kingdom	12,829	0.87%
6. Tanzania	9,845	0.67%
7. Botswana	7,092	0.48%
8. Uganda	6,682	0.45%
9. (not set)	6,535	0.44%
10. Namibia	6,532	0.44%

## DEFINITIONS

### Graph Statistics

#### Sessions:

Sessions represent the number of individual visits initiated by all the users to your site.

#### Page View:

A page view is defined as a view of a page on your site that is being tracked by the Analytics tracking code.

#### Pages/Visit:

The Pages/Visit (Average Page Depth) metric displays the average number of pages viewed per visit to your site.

#### Avg Visit Duration:

Average visit duration is total duration of all visits / number of visits.

## EXAMPLE

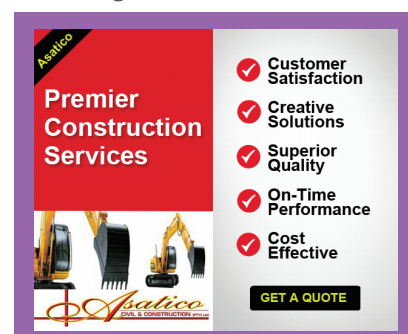
### Web Banner Artwork



Horizontal Banner

468 x 60px

Rectangular Banner 500 x 600px





# Expand your exposure by designing your banner for maximum click-through

- Banners are a powerful means to promote your business.
  - The difference between a poor banner design and a great one could see your ROI and site traffic go through the roof. So it is essential that your banners stand out from the crowd.
  - Incorporate some of these ideas to increase the number of clicks it generates.
  - Use prompting words: For example words such as "Click Here", "Click to Visit", and "Visit Now!" can increase the likelihood of click-through.
  - Create a sense of urgency: By including phrases such as "Hurry! Only while stocks last" and "Available for a limited time!"
  - Keep it simple: Keep your banners clear and optimise your banner space with elements that generate
  - click-through.
- Remember it's the job of the banner to get the user to click-through and it's the job of the Website to provide information not the other way around!
- Format for success:  
Your banner's colour scheme is very important. Keep it constant. Complimentary colours work best to ensure that keywords stand out.
  - Target your audience: Use our website - your target audience is already construction oriented.
  - Security:  
New security features implemented by Microsoft for Outlook users will prevent a .gif animation from looping through all frames. Please ensure that all relevant information is displayed in the first frame, to accommodate this security feature.
  - Banner adverts are incredibly popular as they are easy to track, and make ROI calculations simple.
  - Also, keep in mind the fact that the effectiveness of banners decreases over time, so create new banners every few months. To remain competitive it is up to you to design a banner that encourages click-throughs that drive traffic to your site.