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In my previous article, I have talked about some of the facts that [you need to know about Digital Marketing](#) generally. In this article, I want to talk about some of the facts that you need to know about Online Advertising. Before I will do that, I would like to talk about some of the terminologies that you would like to come across when you are advertising online.

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#1 Advertiser

This is an individual that has a product to sell and he is looking for means or individuals that can create such awareness on his behalf. A good example is Nestle or Nike using online mediums to advertise their products and services.

#2 Publisher

This is an individual that has content and he is looking for ways of monetising their content. They can allow adverts to be placed within their content in order to make money. A good example is a Blogger using Adsense to monetise his blog.

#3 Ad-network

The advertising network has the advertising infrastructure that allows both advertiser and publisher to meet so that the advertisers that need publicity and the publisher that needs money can come together in order to create awareness about products and services for the target audience.



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#4 Consumer

He/ she is the bride looking for products and services that will satisfy his or her needs.

What then is Online Advertising?

Online Advertising is an effective form of advertising compared to other forms of advertising. The reason is that more than a billion people have access to the internet across the globe. online Advertising is also good because it is not passive. Customers can interact with it. It allows them to take action immediately.

It also includes email advertising and search engine marketing. mobile advertising, and social media marketing among others.

Here are some of the benefits...

#1 Attract Visitors

One of the major benefits of this form of advertising for users is that it will attract visitors to your website. If you are a blogger or content creator expecting reasonable traffic on your website and [you are relying on Search Engine traffic](#), it might not come on time.

If you are ready to place banner ads on popular blogs or bid for keywords in order to drive traffic to your website, you will be amazed at the level of traffic that you will have on your website. Online advertising gives you tons of traffic with immediate results.

#2 Convert Visitors

One of the reasons for running online campaigns is to turn visitors into customers. If you are running campaigns just to create awareness, it might not bring some immediate results.

Like I said in one of my articles, you cannot always get a 100 percent conversion rate for your campaign but you have to make sure that your campaign is captivating enough. [It must consist of all the information that your prospects need in order to make buying decisions.](#)

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#3 Retain and Grow customers

Online advertising can also assist organisations in retaining and growing customers. There are some online customers that will buy your products and they may not necessarily come back for repeat purchases. You can actually run a campaign that will be targeted at this type of customer.

You can offer them mouth-watering offers that will make them engage in a repeat purchase. Running this type of campaign can also increase brand awareness among your target audience as well.

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be thrilled to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include staffs of Dangote Refinery, FCMB, Zenith Bank, New Horizons Nigeria, and Phillips Consulting among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might disagree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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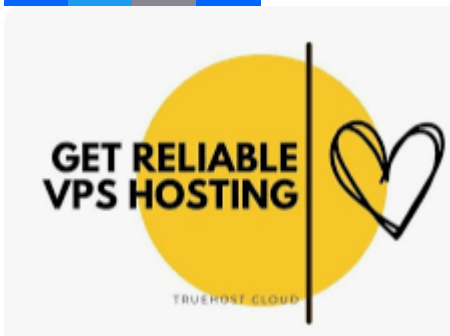
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