



# Creating Banner Ads

## What is the purpose of banner ads?

Banner ads are another popular marketing tactic. Unlike email, which is limited to a single use, banner ads are flexible, allowing your partners to expand their reach across multiple mediums, such as websites, digital newsletters, and more. Banner ads can include landing pages and co-branding, making them a widespread lead-generating activity.

## How do I create them?

Banner ads are another tactic where an existing banner must first be copied and used as a framework. Once copied, content and images are updated and saved. It's that simple.

## What will I do in this lesson?

By the end of this lesson, you will be able to do the following:

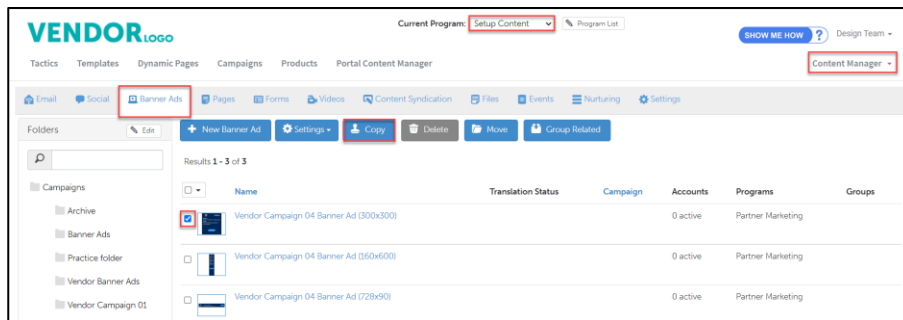
- [Copy an existing banner ad](#)
- [Create banner ad settings](#)
- [Edit content](#)
- [Select a landing page](#)
- [Publish banner ad](#) (This step is for **reference only**. Publish emails for partner use. **Do not publish practice email content created during this onboarding program.**)

To complete this lesson, you must download the assets located within the [Building your Content](#) Block. Once downloaded, save each item to your local drive.

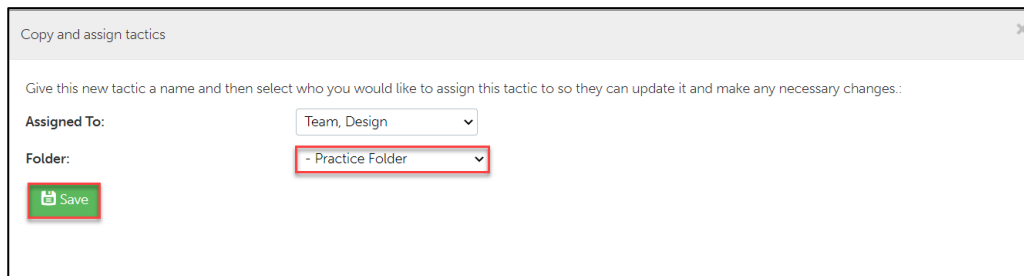
## Steps

### COPY EXISTING BANNER

- 1 In **Content Manager**, from **Current Program**, select **Setup Content**.
- 2 From the **toolbar**, select **Tactics > Banner ads**. A list of existing banner ads appears.
- 3 Place a **checkmark** next to the banner ad you want to copy. Then click **Copy**.



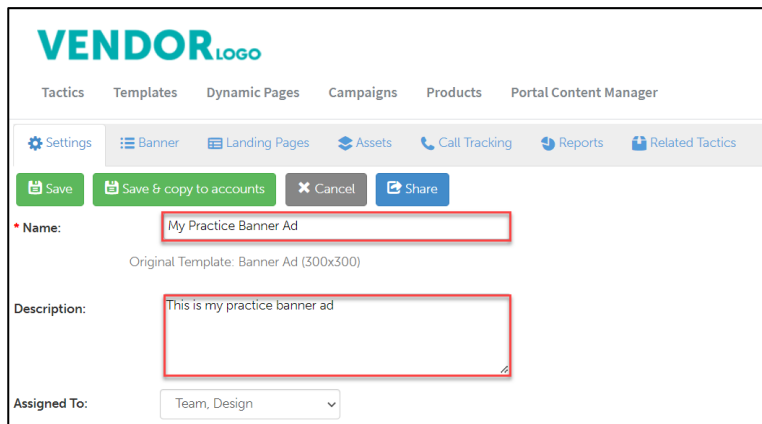
- 4 From the **folder** drop-down menu, select the **folder** to copy your email.



- 5 Click **Save**.

## CREATE BANNER AD SETTINGS

- 1 From the **Folders** panel, select the **folder** for which you copied the email. Then select the **banner ad**.
- 2 From the **toolbar**, select **Settings**.
- 3 In the **Name** field, type **My Practice Banner Ad**.
- 4 In the **Description** area, type. **This is my practice Banner Ad**.



The screenshot shows the 'Banner Ad' settings interface for 'VENDOR.Logo'. The interface includes a navigation menu with 'Tactics', 'Templates', 'Dynamic Pages', 'Campaigns', 'Products', and 'Portal Content Manager'. Below this is a sub-menu with 'Settings', 'Banner', 'Landing Pages', 'Assets', 'Call Tracking', 'Reports', and 'Related Tactics'. A toolbar contains buttons for 'Save', 'Save & copy to accounts', 'Cancel', and 'Share'. The 'Name' field is set to 'My Practice Banner Ad' and is highlighted with a red box. Below it, the text 'Original Template: Banner Ad (300x300)' is visible. The 'Description' field contains the text 'This is my practice banner ad' and is also highlighted with a red box. The 'Assigned To' dropdown menu is set to 'Team, Design'.

- 4 In **Enable testing mode**, click **No, disable testing mode, I am sending out this campaign**.
- 5 In **When would you like this to be available in the managed library**, click **Always**.
- 6 In **What program would you like to use the campaign in?**, click **Setup Content**.
- 7 In **Would you like to limit access based on account profile fields**, click **No**.

**Enable testing mode:** (Note: Make sure you copy all accounts)

Yes, I am still testing this message.  
 No, disable test mode I am sending the campaign out.

**When would you like this to be available in the managed library?**

Always  
 Only during the following period

**Feature Campaign:**

Feature this campaign in the library

**What programs would you like to use this campaign in:**

CMS-Live  
 CMS-Setup  
 Partner Marketing  
 Setup Content

**Would you like to limit access based on account profile fields:**

No  
 Yes

- 8 In **What attributes would you like to set for this asset?**, select all attributes.

**Enable testing mode:** (Note: Make sure you copy all accounts)

Yes, I am still testing this message.  
 No, disable test mode I am sending the campaign out.

**When would you like this to be available in the managed library?**

Always  
 Only during the following period

**Feature Campaign:**

Feature this campaign in the library

**What programs would you like to use this campaign in:**

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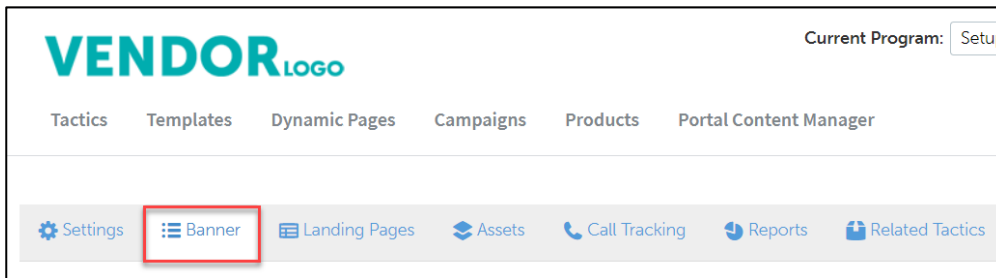
**Would you like to limit access based on account profile fields:**

No  
 Yes

- 9 Click **Save**.

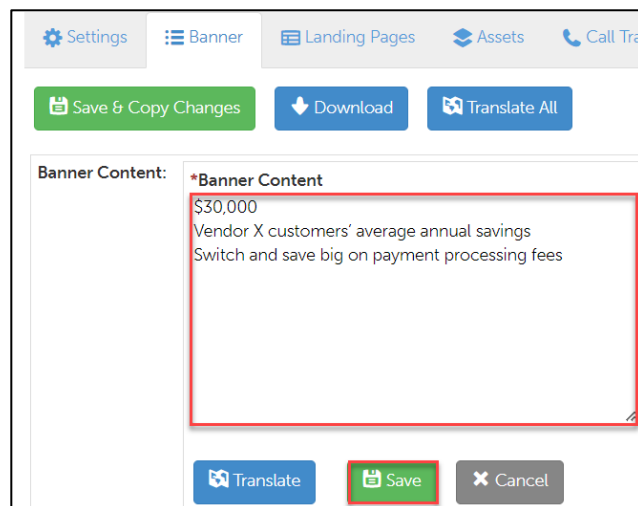
## EDIT BANNER AD CONTENT

- Note:** This exercise is to practice updating banner content and images in a banner ad. The placement of this content may vary depending on the template you are viewing.
- From the toolbar, select **Banner**.



To update banner content, in the appropriate row, click **Edit**. Then, copy & paste:

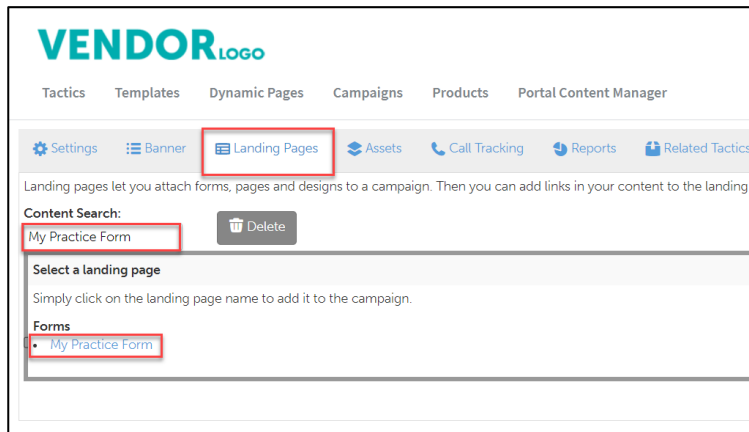
- \$30,000**  
**Vendor X customers' average annual savings**  
**Switch and save big on payment processing fees**



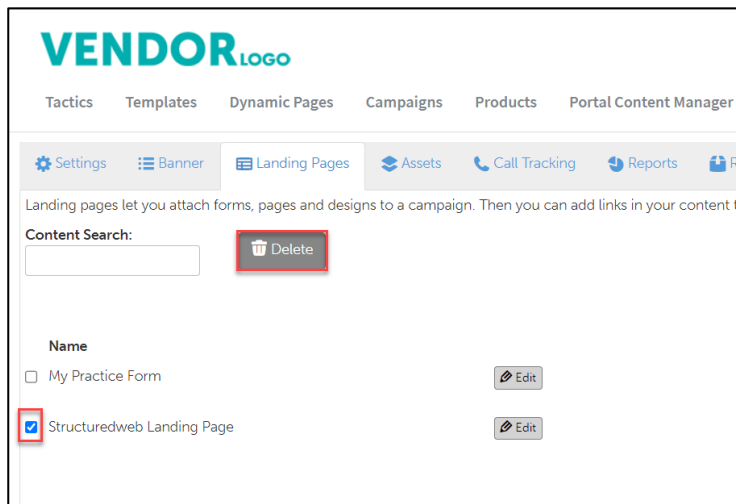
- Click **Save**.
- Click **Save & Refresh Preview**.

## SELECT LANDING PAGE

- 1 From the toolbar, select **Landing Pages**.
- 2 In the **Content Search** field, type **My Practice Form**. Then select the appropriate form.

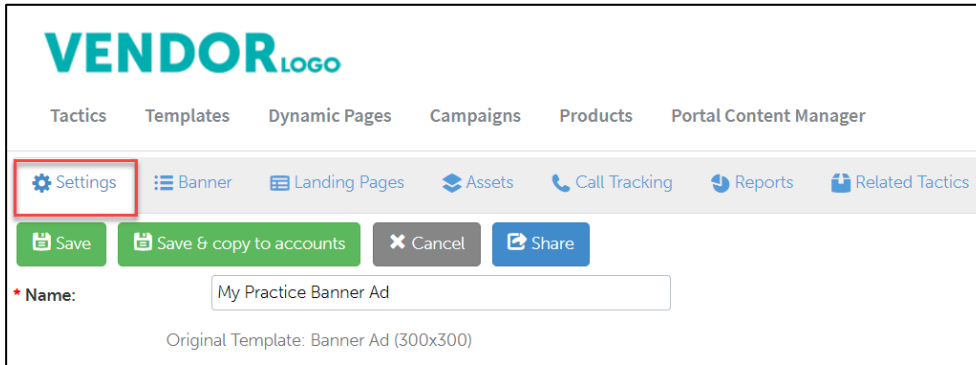


- 3 If a landing page already exists, check the **box** next to the **landing page**. Then click **Delete**.



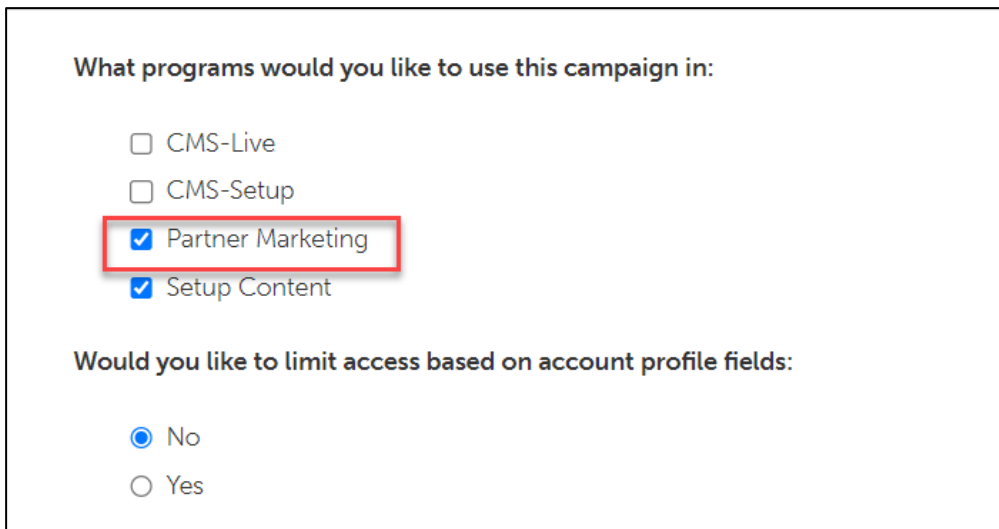
## PUBLISH BANNER AD

- 1 From the **Banner** toolbar, click **Settings**.



The screenshot shows the 'Vendor Logo' banner ad settings interface. At the top, there are navigation tabs: Tactics, Templates, Dynamic Pages, Campaigns, Products, and Portal Content Manager. Below these is a toolbar with icons for Settings (highlighted with a red box), Banner, Landing Pages, Assets, Call Tracking, Reports, and Related Tactics. Under the toolbar are four buttons: Save, Save & copy to accounts, Cancel, and Share. Below the buttons is a text input field for the name, containing 'My Practice Banner Ad'. At the bottom, it says 'Original Template: Banner Ad (300x300)'.

- 2 From **What programs would you like to use this campaign in**, select the **appropriate program**. (in most cases, this will be Partner Marketing).



The screenshot shows a selection screen titled 'What programs would you like to use this campaign in:'. It lists four options with checkboxes: CMS-Live, CMS-Setup, Partner Marketing (checked and highlighted with a red box), and Setup Content. Below this is another section titled 'Would you like to limit access based on account profile fields:' with two radio button options: No (selected) and Yes.

- 3 Click **Save**.