



ADVERTISING SALES JOBS- A NEW ERA OF BUSINESS

In order to be able to sell advertising space, one need to know exactly how the industry works, and what modes and adverts are selling like hotcakes now.

Compared to spending in other forms of media, the rate of spending in internet advertising is experiencing tremendous growth. Its influence is growing day by day, with more and more major marketers shifting large chunks of their promotional budget to this medium.

Two primary reasons for the increasing popularity of internet as an advertising medium are:

- Ability to track user response to adverts
- Streamline and narrow target the adverts

Internet advertising jobs in sales account for:

- Website advertising- where it is tied to a visit by a user to website accounts for large spending on internet
 - o Creative types- this allows a large spectrum of modes including image only, text only, multimedia, interactive portals.
 - o Placement- delivery of an internet adverts can occur in different ways including fixed positioning in certain website locations(e.g., top right corner) or processed placement where the advert is placed on user characteristics (e.g., entry of words in search boxes)or placed on a separate webpage altogether, and pop-ups.
 - o Size – internet adverts can delivered in various sizes ranging form small pixel ranges to full screen ones. Different types like banner ads, leaderboard, skyscraper ads are popular.
 - o Delivery – in some instances, marketers directly interact with websites to place an ad on the site or get into agreements with third party advertising networks for placing adverts on large number of partner websites
- E-mail advertising – this mode of internet advertising sales jobs gives marketers the advantage of potentially high reach and low distribution costs. In situations where, marketers has a high targeted list, responses maybe more positive in e-mail adverts. E-mail adverts maybe regular messages or be presented in more detailed content with impressive context and newsletters. However recent issues of misuse of e-mail advertising have cropped up like spamming.

One of the real upturns of internet advertising sales jobs is the ability to work from home and maybe in cases with progression becoming your own boss. One can actually go on to hire other associates for subordinate jobs, develop one's own advertising agency.

Affiliate marketing in the internet mode in extremely profitable, and for sure is here to stay. However to be honest, its easier said than done, though the chances of its success is relatively higher than mere old age techniques of advertising.

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