Promo Boxes

Promo boxes are essential in today's internet market to achieve results for our clients. This is mainly because their prospects are time poor and often flick through multiple sites – so they need to grab their market's attention from page one.

Promo boxes give them the opportunity to instantly sell from page one with internal like ads:

- Their full range of services/products with imagery and words;
- Attract their sub-niches markets with relevant info/imagery/catchy headlines;
- Encourage to take action (eg. take them straight to shopping cart or enquiry page)
- Tie in external marketing with their website (with same imagery) to take prospects to the right pages
- Promote free reports for downloading – linking to a page with the HTML sign up box (trialing multiple reports to see which ones work)
- Banners with the freedom to change out the imagery on the heading of each page
- And best of all they can keep changing the content so they can fully test the results they are achieving.

For most clients they just start with the four boxes created in the initial design – and then as they are ready they can then go the next stage of changing out the content of these promo boxes on specific pages or on rotation. It is best to suggest this as a future stage as most need to be the expert with the current site first before embarking on this (but least they know the potential they can achieve).

The following guide is some examples so you can see what others have done with their promo boxes. FYI - soon you will see some changes in the creative brief to make it a lot easier for you and the client to chose which one would best suit them.

There are two options for selecting promo boxes for clients –

- Simple model (for the clients with no graphical expertise)
- Free use model (for clients who want to design and insert their own jpegs etc within the HTML areas)

Examples 1-7 are simple promo boxes, and example 8 is free use.

Example 1

URL - www.virtualkiwi.co.nz

Simple

Here you have simple promo boxes that can easily be edited by the user:

- The three on the right hand side - the style of the heading and normals fonts are set but the content is fully editable. The button text is set.
- The button on the bottom right – this has been built into the website's design and requested in the creative brief so it is not a promo box.
- The bottom area – this has been made for the client to put in their own client's logos quickly and easily.

# Example 2

URL – www.youboom.com.au

Simple

Here is another style of promo boxes – the Case Study, Special Offer and Latest News boxes. Again, the headings, content and images can be changed by the client within the styles we have set up in the design. Please note - this client had requested a different newsletter sign up in their creative brief and supplied the images and text.

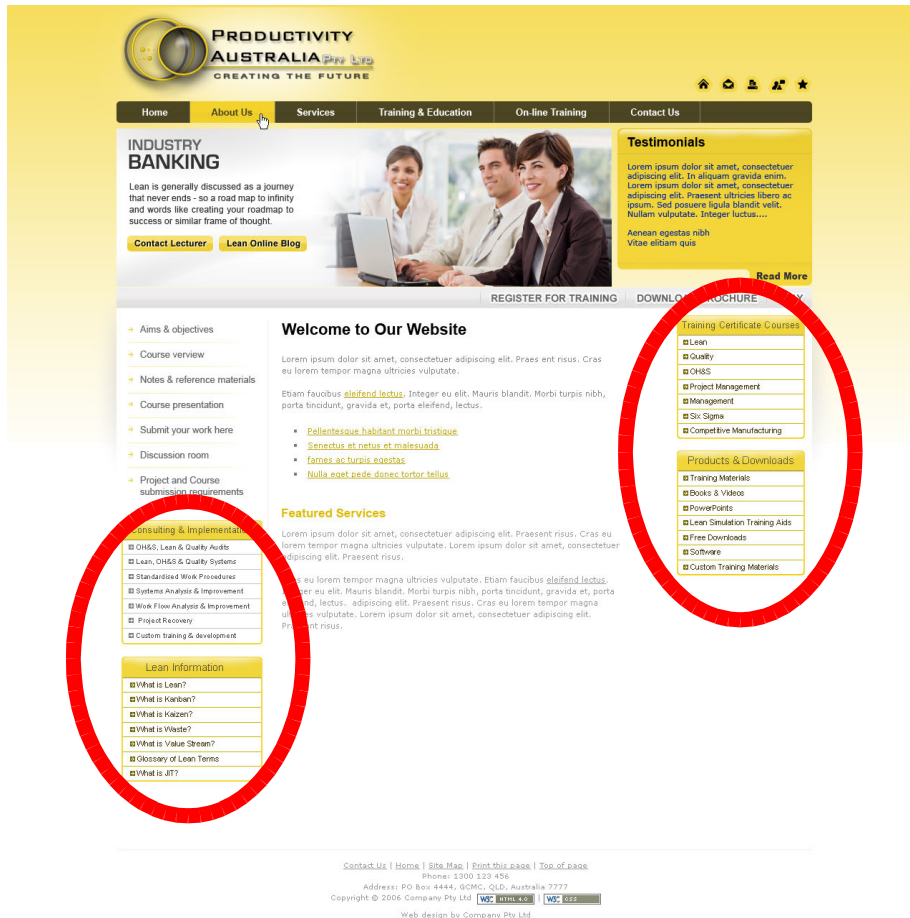# Example 3

URL – www.coupongold.com.au
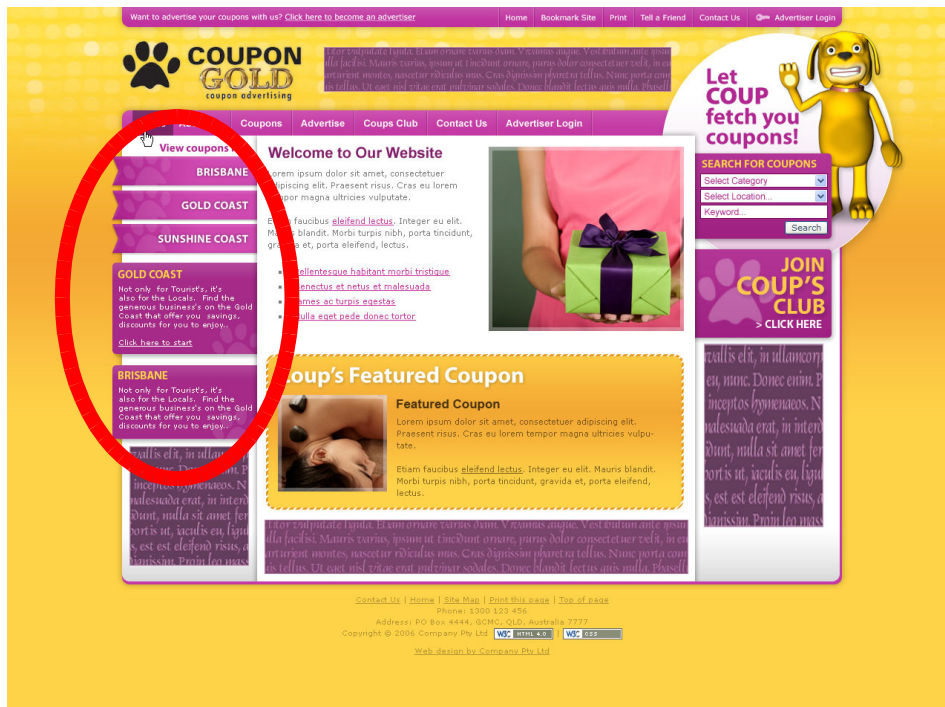
Simple

This client has three editable promo boxes built into their website:

- The top one on the left (3 ribbons) - a menu style promo area that is designed to look like a simple menu that they can edit themselves.
- The other on the left – these have lorem ipsum in them and are there for the client to do as they please, with the heading and text styles set.
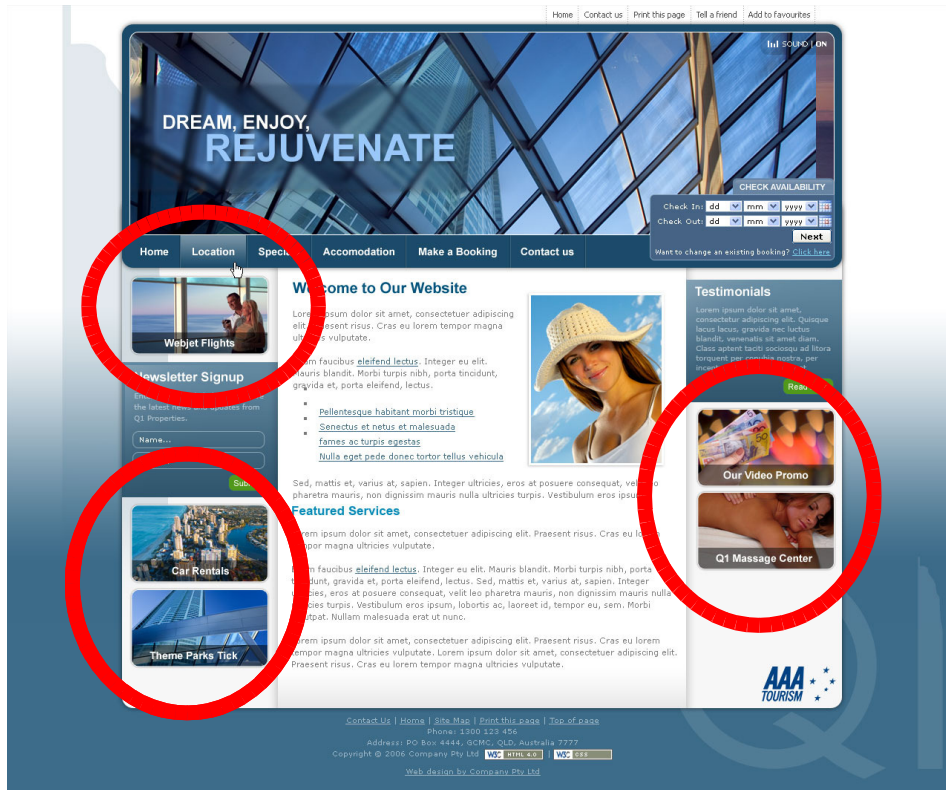
Example 4

URL - www.leanonline.com.au

Simple

This client wanted additional links to be a part of their design – so their promo boxes were designed to look like this, and they can edit them all themselves. This type allows for basic mouse over effects similar to a normal menu.

Example 5

URL - www.q1holidaysgoldcoast.com.au

Simple

This client wanted to use their promo boxes to promote their points of difference and range of services offered. They grouped the 2 images on the right into 1 promo spot and kept the other 3 separate. The client intends to have the images with the text on them made by a someone with minimal graphic design ability, so they will be updating the boxes themselves when they need to.

Example 6

URL – www.techome.com.au
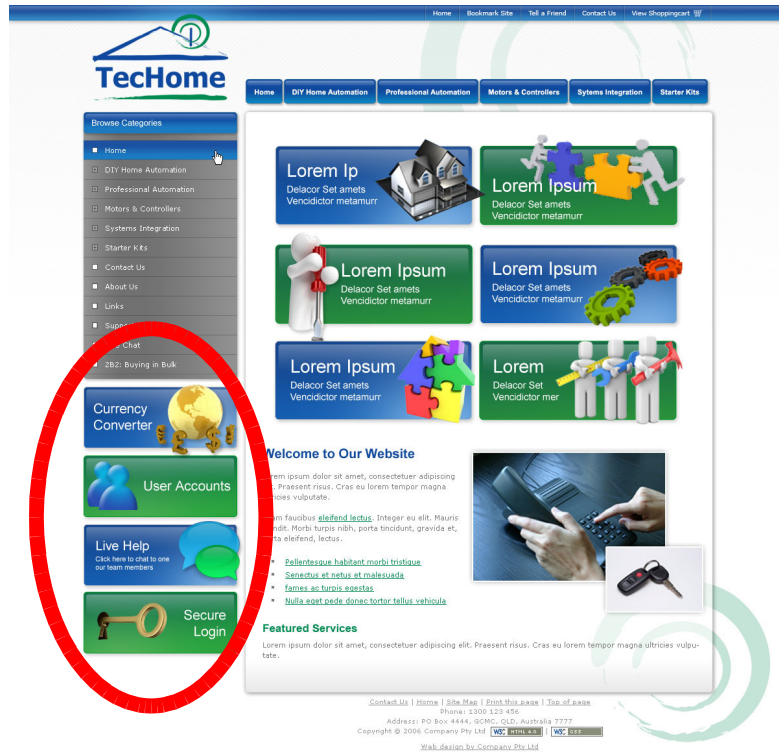
Simple

This client's promo boxes are the 4 down the left side. Same case as Q1 with the need to also have the images in the promo areas created by a designer with minimal design ability. The simliar-looking graphics in the centre are in the content area and are not promo boxes.

Example 7

URL – www.foxfinance.com.au

Simple

This client has paid extra for some boxes to be designed on their home page. This instantly demonstrates the services they provide and uses the power of images to draw the user to the page in the website that would be of value to them. Another example where the client paid extra for promo box design is http://www.twwgoldcoast.com.au/home.html.

Another one to look at:

http://www.wouldubelieve.com/how-membership-works.html – these are very simple for the client to update. The top tab has been set, and they can change out the content in any of the boxes and put in images.

Example 8

URL - www.mackintosh.edu.au

This client has the graphics ability and wanted their promo boxes to be free for them to use. Their header image is a promo box, so that the client can change out the pictures themselves. (NB/ if you look at their live site, the home page is a separate template with a custom flash header).

Other ones to look at:

www.spmg.com.au – uses the spots to control the images in the header. Main picture and testimonial are changed to relate to the page they are on.

www.aqto.com.au - This client has two templates, with one for his home page and one for the rest of the site. These promo boxes are editable by a designer with minimal design ability.