



Online Animated  
**Banner Maker**  
Easy, fast, smart!

# How and when to use PR and marketing to grow your SAAS business

# Who am I

---



**Michael Heina**

**Co-founder, CEO**

[linkedin.com/in/michaelheina](https://www.linkedin.com/in/michaelheina)

[facebook.com/michael.heina.3](https://www.facebook.com/michael.heina.3)

[instagram.com/michaelheina](https://www.instagram.com/michaelheina)

# Here we are

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## **BannerBoo**

is an online platform that allows to create, manage, and publish animated and video ads for social media and ad platforms, all without any coding.

[www.bannerboo.com](http://www.bannerboo.com)

# Here we are

The screenshot shows a presentation software interface. On the left is a sidebar with a menu and search options. The main area displays a slide with a yellow background and a pair of white sneakers. The slide text includes 'FOOT LOOSE', 'WALK EVERYWHERE WITH OUR BRAND', and '60% DISCOUNT'. At the bottom, a timeline shows animation events for 'discount', '60%', 'avg', and 'Footloose'.

**Slide Content:**

- FOOT LOOSE
- WALK EVERYWHERE WITH OUR BRAND
- 60% DISCOUNT

**Timeline:**

Time (sec)	Event
2.0	Slide Down
2.0 - 8.0	discount ★
2.0	Slide Down
2.0 - 8.0	60% ★
2.0	Slide Down
0.0 - 2.0	Fade
0.0 - 2.0	avg ★
0.0 - 2.0	Fade
0.0 - 2.0	Footloose ★
2.0 - 8.0	Fade
2.0 - 8.0	Fade

# Marketing strategies for SAAS

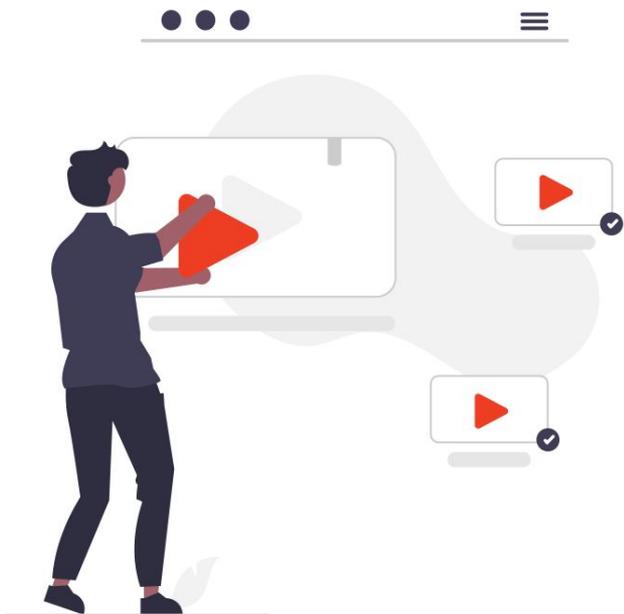
---



- Earned media and PR
- Social media marketing
- Influencer marketing
- Content marketing
- Event marketing
- Email marketing
- SEO
- Outbound marketing

# Earned media & PR

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- Free advertising channels
- Building brand awareness
- Improving credibility
- Gaining media coverage
- Influencing customers
- Enhancing reputation

# Earned media



## 17 главных трендов в баннерной рекламе 2020-2021

Михаил Хейна

В повседневной жизни нас повсюду окружают тренды. В магазинах, когда мы покупаем новую одежду, в дизайне новых смартфонов, автомобилей, в интерфейсах мобильных приложений. Жизнь течет, постоянно меняется, что-то становится популярным, а что-то, наоборот, уходит. И пусть кто-то говорит, что тренды – не главное, в мире маркетинга и рекламы новые веяния играют очень важную роль. Представьте себе ситуацию, когда вы конкурируете на очень насыщенном рынке с другими компаниями. У вас похожие продукты, вы используете одинаковые маркетинговые каналы, у вас могут быть даже одни и те же призывы к действию. Как в таком случае можно выделиться? В этом случае вам помогут дизайнерские решения, которые предоставят вас в выгодном свете и помогут выделиться среди большинства похожих продуктов и сервисов. Мы говорим сейчас о трендах в



# PR tracking

The dashboard displays various metrics for the project 'BannerBoo' over the last 7 days. It includes sections for Mentions, Reach, Sentiment, Author gender, Author age, Top mentions, Top influencers, Countries, Topic cloud, Languages, and Sources.

**Project:** BannerBoo | **Invite your team**

**Filter:** Creatopy | **Compare:** + Compare | **Time:** Last 7 days

### Mentions

Brand	Score	Count
Creatopy	100+	16.1K
Bannerwise	99+	2.5K
Viewst	99+	5.0K
Bannerflow	99+	30.0K
Bannermow		1.1K
BannerBoo		1.0K
Rocketium	99+	805

### Leads

50 / 635

### Reports

- Mention Statistics
- Alert Comparison
- Influencers

### Mentions

20 -51%

### Reach

Line chart showing reach over time (Nov 30, 2022 to Dec 06, 2022).

### Sentiment

50.0% Positive, 0.0% Negative

### Author gender

100% Male, 0% Female

### Author age

Line chart showing author age over time (Nov 30, 2022 to Dec 07, 2022).

### Top mentions

**10 Free Graphic Design Tools For Brand Savvy Entrepreneurs An...**  
rin-bee.com • Rinbee • United States  
... for 3d graphics. Creatopy is an image editing and ad design automation platform that helps customize, automate, and scale ad production and delivery...

**Timothy Alexander**  
@TimothyAlex • Pennsylvania, United States  
...@convince feat @fagpli @creatopy @SERanking @visualping @WebCEO @NamifyTech @textoptimize  
<https://www.convinceandconvert.com/digital-marketing/8...>

**Robert Katai**  
@katairobi • Romania  
@theJayAlto For design software I would recommend Figma. For ad design Creatopy is a better choice (imho) - even if I'm working there.

**Robert Katai**  
@katairobi • Romania  
... ChatGPT to write a rap about @creatopy, and now I'm one melody away from being on top of Billboard! Creatopy, Creatopy...  
<https://L.co/yPYp4aCmLm>

**Gabriel Ghali**

### Top influencers

### Countries

World map showing mentions by country.

### Topic cloud

Word cloud including: design, create, snappa, bannersnack, banner, platform, canva, venngage, social media, marketing, digital, free, creator, editing, brand, digital marketing, business, news, tools, media, social, marketing.

### Languages

95% English, 5% Swedish

### Sources

70.0% Twitter, 25.0% News/Blogs, 5.0% Web

# PR opportunities

**APPSUMO**  Sell on AppSumo Login Shopping Cart

Software Courses & learning Templates Creative resources Get FREE biz ideas

## BannerBoo

Lifetime deal  
Magically build animated ads for marketing campaigns and social media in minutes—without coding

Share



We all know a picture is worth 1,000 words. (TBT to that photo of "the dress"—that was worth at least 2,000. #whiteandgold)

So it's no surprise that you're spending tons of time and energy perfecting the designs on your ad campaigns. If only there was a magical tool that let you create stunning animated ads in minutes, code-free.

**APPSUMO** | SELECT

### BannerBoo

Lifetime deal

Magically build animated ads for marketing campaigns and social media in minutes—without coding

179 Reviews

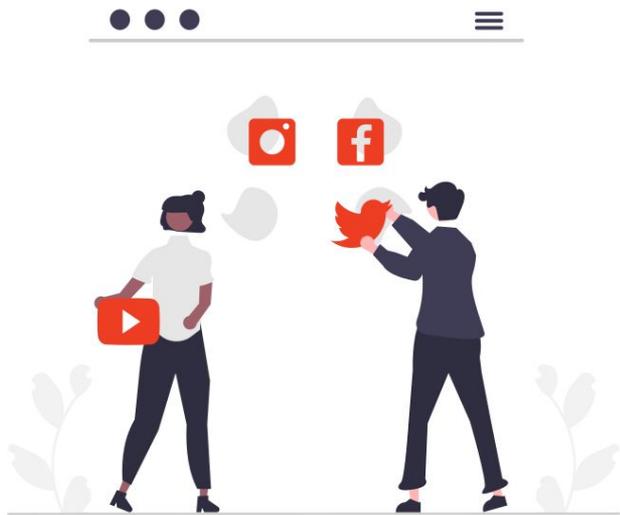
**This deal is unavailable (a bummer, we know).**  
Don't miss a great deal again – drop your email to get all our latest tests!

Stay in the know

**60 day money-back guarantee.** Try it out for 2 months to make sure it's right for you!

# Social media

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- Increased brand awareness
- Improved customer engagement
- Increased website traffic
- Better search engine rankings
- Lower marketing costs

# Social media



**Intro**

BannerBoo is an online service for creating and managing animated creatives for social and advertisi

**Page** · Software

contact@bannerboo.com

bannerboo.com

[Promote Website](#)

**Photos** [See all photos](#)

**Posts** [Filters](#)

**BannerBoo** November 25 at 5:30 PM

**Bannerboo Black Friday — 60% OFF with Coupon Code BLACKFRIDAY!**

Hey Friends! It's Black Friday, which means the biggest discounts are here, and we won't disappoint you either.

Using the BLACKFRIDAY promo code at checkout, you will receive 60% off all BannerBoo Premium Plans for the first three months! The offer is valid for new users and non-active subscriptions... [See more](#)

[Boost this post to reach up to 1042 more people if you spend \\$14.](#) [Boost post](#)

You, Nadia Yuzkova, Andriy Pyrig and 3 others

[Love](#) [Comment](#) [Share](#)

**Banner Boo** 69 Tweets

**Banner Boo** @BannerbooTeam · Aug 24

With Ukraine in our hearts ❤️🇺🇦 Happy Independence Day of Ukraine, family!

👍 1

Search Twitter

**You might like**

- [Julien Rio, CCXP](#) @Marketing\_JR [Follow](#)
- [Emily Pappas](#) @EmilyPappas\_ [Follow](#)
- [Zoho Social](#) @ZohoSocial [Follow](#)

[Show more](#)

**Trends for you**

Trending in Ukraine

# Social media tools



Product Tour Features ▾ Pricing Solutions ▾ Resources ▾

🌐 | Log in

Try it now

Book a demo

## The modern way to publish content

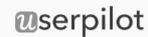
A leading content marketing platform that makes sure your brand gets the attention it deserves.

Book a demo

or [Start your 14-day trial](#)

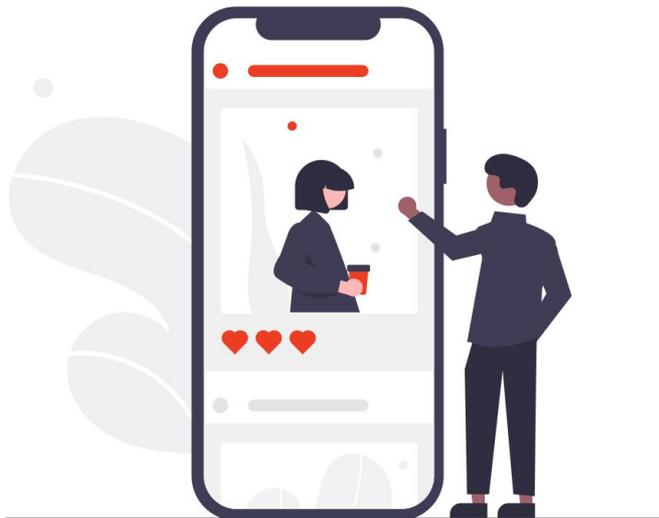


TRUSTED BY 5K+ MARKETING TEAMS



# Influencer marketing

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- Building brand awareness
- Reaching a specific audience
- Boosting credibility
- Generating leads
- Providing value

# Influencer marketing tools

The screenshot displays the Biteplay website interface. At the top left is the Biteplay logo and a 'Home' link. The top navigation bar includes 'Discover', 'Trackers', 'Projects', and 'Other'. On the right, there are links for 'Community', 'Promote', a refresh icon, a notification bell with '10', and a user profile icon.

The main content area features a personalized greeting: 'Welcome, Michael!' with a hand cursor icon. Below this is the headline: 'It's time to make your budgets work harder.' A search bar contains a red 'Keywo...' dropdown, a 'Keyword' input field, and a blue search icon. Underneath the search bar, 'Suggested terms:' are listed as 'Android Games', 'Shopify', and 'Cryptocurrency'.

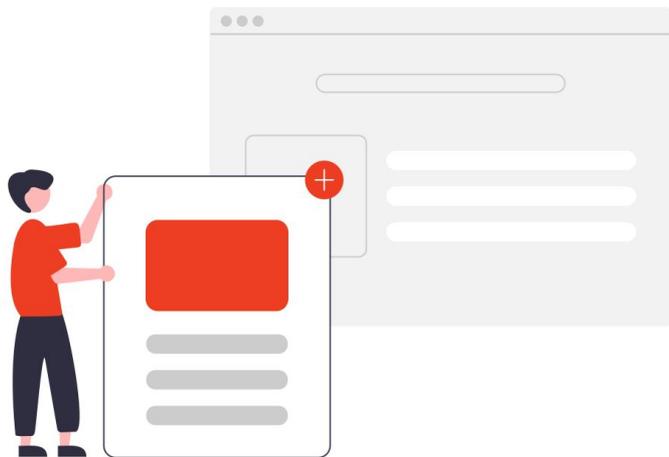
A section titled 'Choose your area of interest' contains a horizontal menu with icons and labels: 'ALL USE CASES', 'VIDEO PLACEMENTS', 'INFLUENCERS' (highlighted in red), 'INSIGHTS', 'ANALYTICS', 'ACADEMY', and 'OTHER'.

Below the menu are four tool cards:

- Find Influencers:** Includes an icon of a magnifying glass over a heart. Description: 'Find influencers related to your niche'.
- Find Similar Channels:** Includes an icon of a person's head and shoulders. Description: 'You like it? have more of it'.
- Track Video Performance:** Includes an icon of a bar chart and a line graph. Description: 'Keep track of how a video is doing on the daily'.
- Track Channel Performance:** Includes an icon of a person standing next to a computer monitor. Description: 'See how a channel is performing'.

# Content marketing

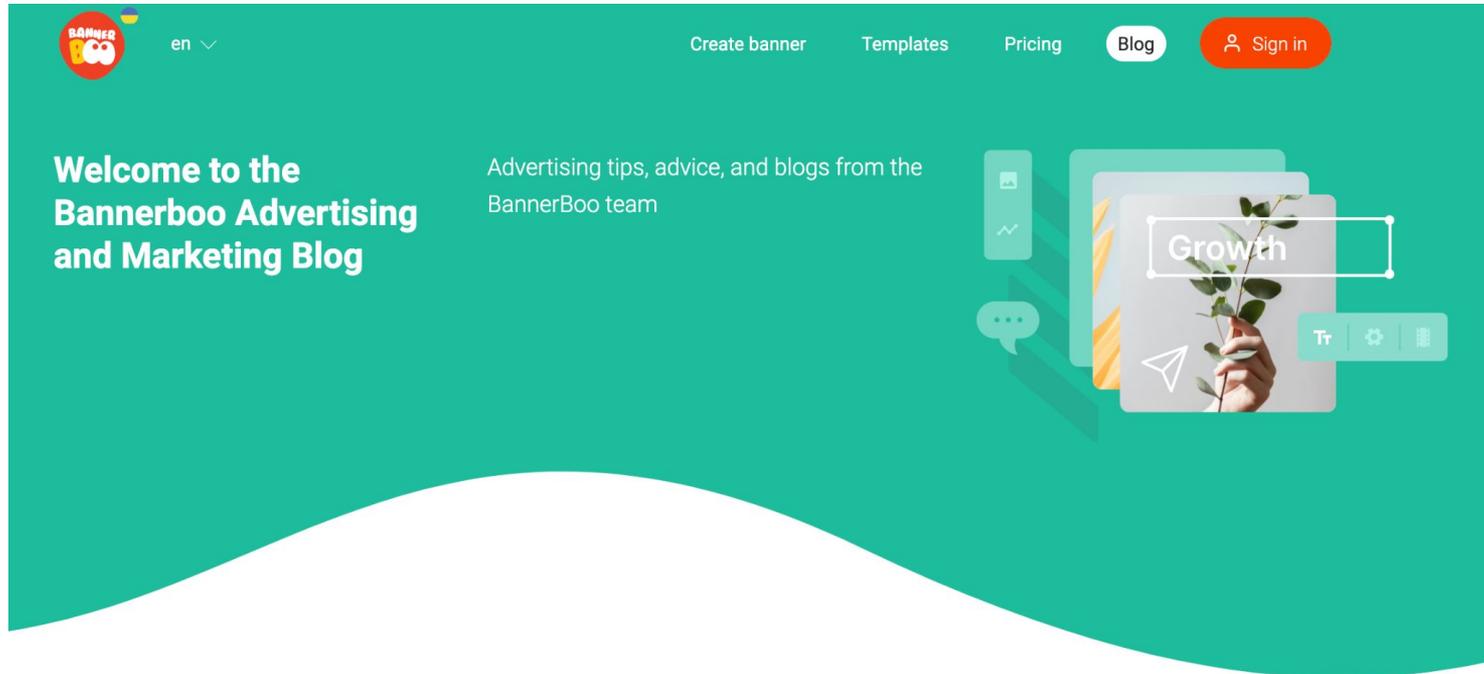
---



- Building brand awareness
- Improving search engine visibility
- Increasing traffic
- Generating leads
- Demonstrating expertise
- Providing value

# Content marketing

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# Content marketing: Results

## Performance on Search results

[EXPORT](#)Search type: [Web](#)Date: [Last 3 months](#)[+ New](#)

Last updated: 11 hours ago

 Total clicks

30.7K

 Total impressions

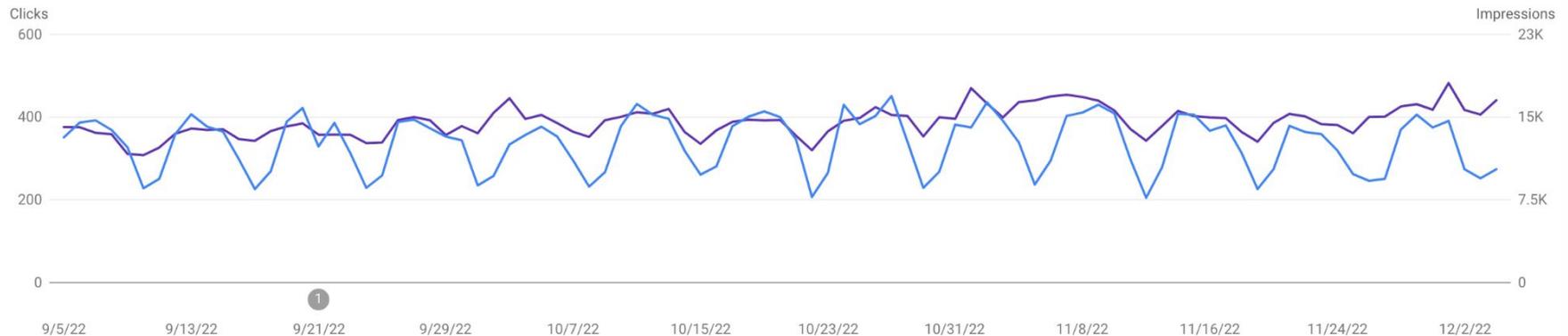
1.32M

 Average CTR

2.3%

 Average position

29.1

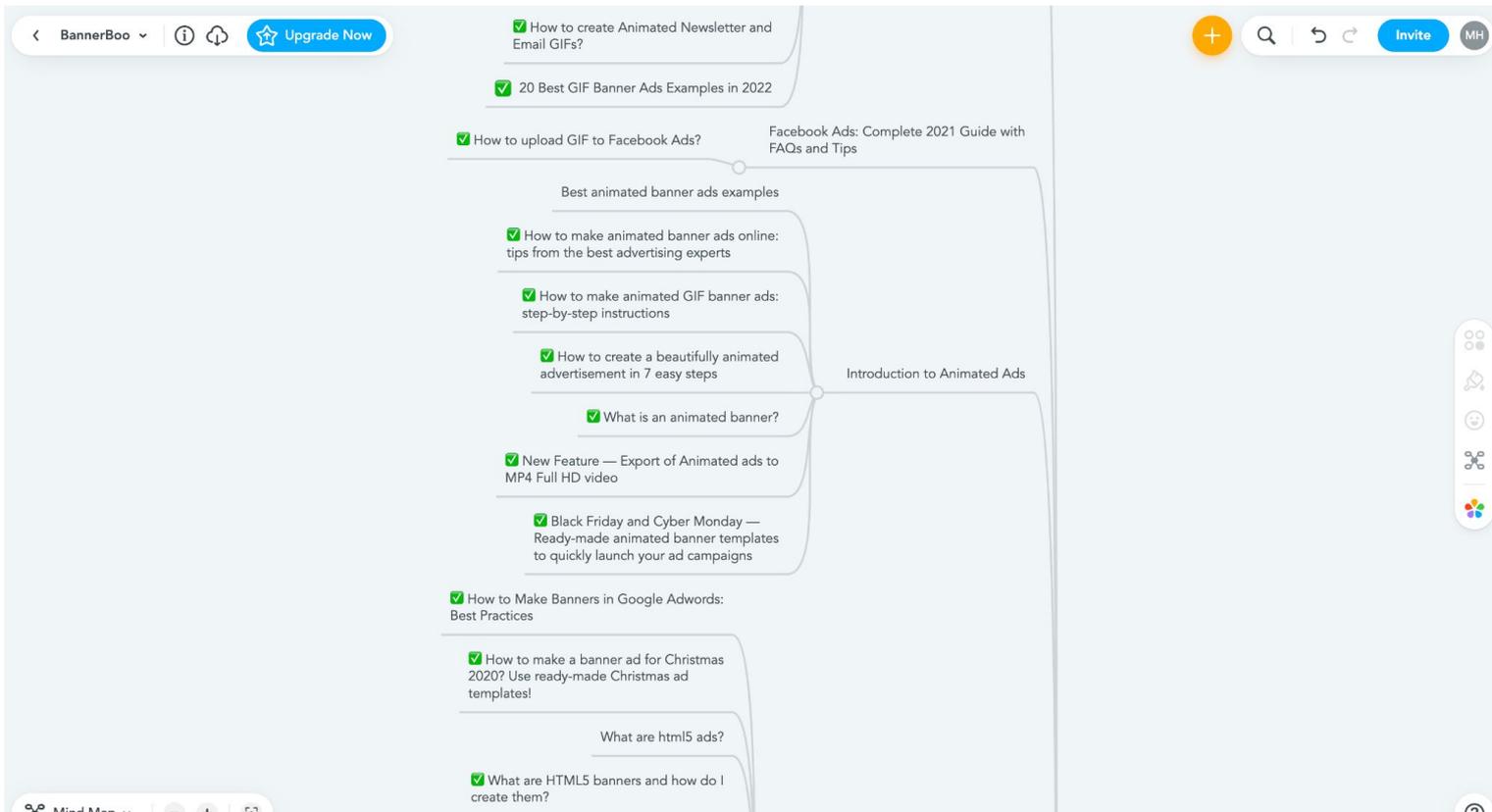


# Content marketing: Results

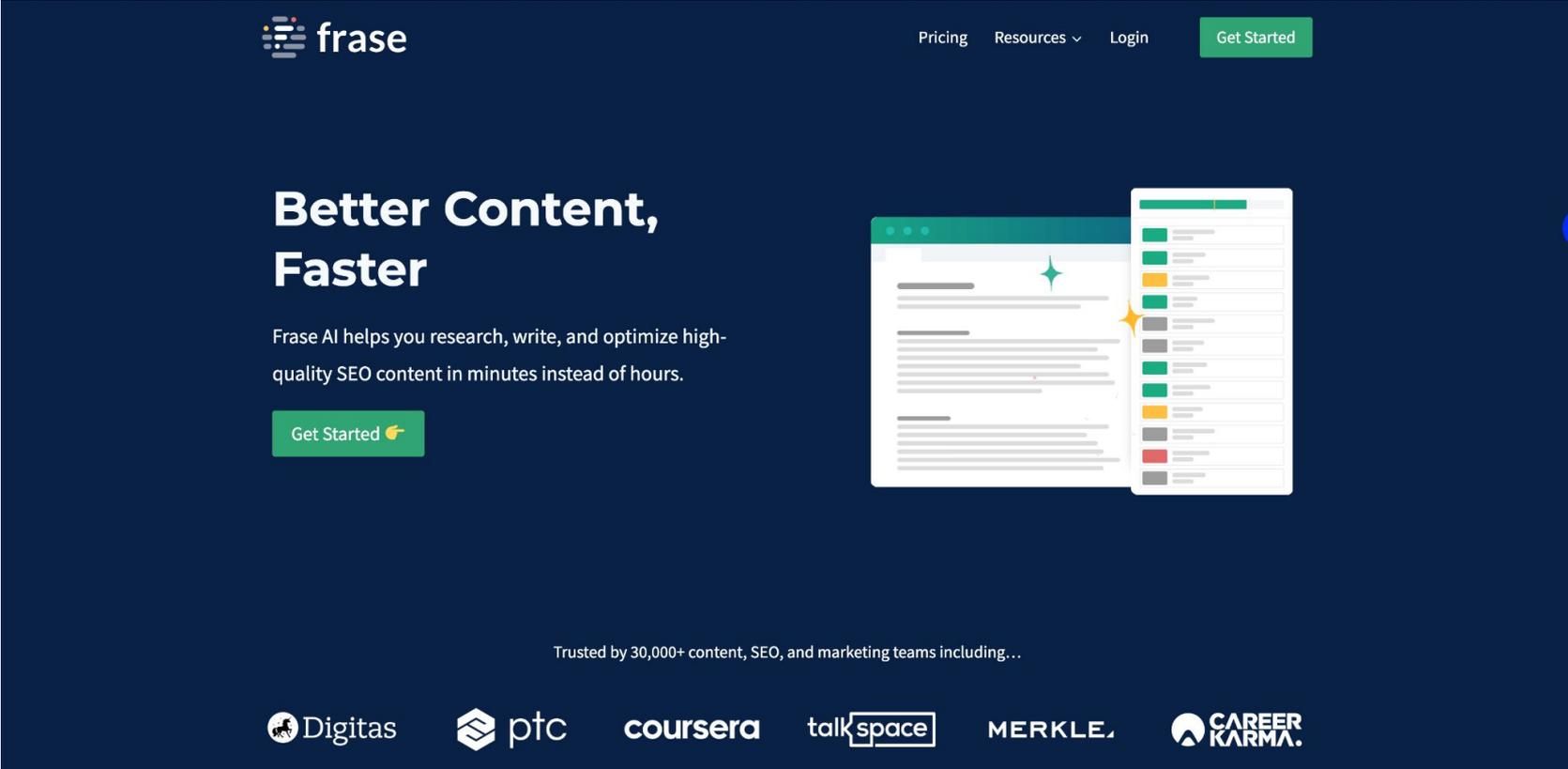
QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
					
Top pages				↓ Clicks	Impressions
<a href="https://bannerboo.com/">https://bannerboo.com/</a>				5,660	135,711
<a href="https://bannerboo.com/create/animated-gif-banner/">https://bannerboo.com/create/animated-gif-banner/</a>				5,611	102,581
<a href="https://bannerboo.com/ru/sdelat/shapku-youtube/">https://bannerboo.com/ru/sdelat/shapku-youtube/</a>				2,799	75,698
<a href="https://bannerboo.com/blog/what-are-html5-banners-and-how-do-i-create-them/">https://bannerboo.com/blog/what-are-html5-banners-and-how-do-i-create-them/</a>				2,165	51,628
<a href="https://bannerboo.com/blog/how-much-do-instagram-ads-cost-in-2022/">https://bannerboo.com/blog/how-much-do-instagram-ads-cost-in-2022/</a>				1,364	175,367
<a href="https://bannerboo.com/blog/20-best-gif-banner-ads-examples-in-2022/">https://bannerboo.com/blog/20-best-gif-banner-ads-examples-in-2022/</a>				1,279	52,581



# Content marketing: Tools



# Content marketing: Tools



The screenshot shows the Frase website homepage with a dark blue background. At the top left is the Frase logo, and at the top right are navigation links for Pricing, Resources, and Login, along with a green 'Get Started' button. The main content area features the headline 'Better Content, Faster' and a sub-headline stating that Frase AI helps with research, writing, and optimization. A second 'Get Started' button is located below the text. To the right, there is an illustration of a laptop displaying a content dashboard with various colored bars and a star icon. At the bottom, a list of logos for partner companies is displayed, including Digitas, ptc, coursera, talkspace, MERKLE, and CAREER KARMA.

frase

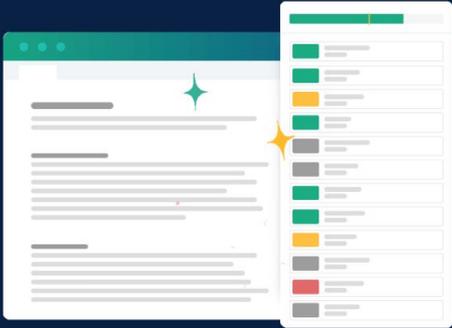
Pricing Resources Login

Get Started

## Better Content, Faster

Frase AI helps you research, write, and optimize high-quality SEO content in minutes instead of hours.

Get Started



Trusted by 30,000+ content, SEO, and marketing teams including...



# Content marketing: Tools

**All Folders** +

- Advertising
- Animated Banner Ads
- Banner Ads
- Banner Templates
- DOOH
- Facebook
- General
- GIF Ads
- HTML5
- Instagram
- Landings
- LinkedIn
- SEO Posts Ideas
- [+ New Folder](#)
- Brief Templates
- Trash

User ▾
Status ▾
Docs in December: 2

New Document

	Document	Folder	User	Status	Target Date
<input type="checkbox"/>	<b>Banner Design</b> <small>edited 4 hours ago</small>	Banner Ads	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>HTML5 Banner Maker</b> <small>edited 2 days ago</small>	HTML5	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>Facebook video ad maker</b> <small>edited 9 days ago</small>	Facebook	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>Benefits of DOOH advertising</b> <small>edited 11 days ago</small>	DOOH	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>What is Digital Out-of-Home (DOOH) Advertising and How Does ...</b> <small>edited 18 days ago</small>	DOOH	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>What Are The Standard Banner Ad Sizes in 2022?</b> <small>edited 19 days ago</small>	Banner Ads	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>How to make animated HTML5 banner ads</b> <small>edited a month ago</small>	Animated Banner...	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>20 most impressive examples of digital out-of-home advertisi...</b> <small>edited a month ago</small>	DOOH	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>Digital Out Of Home Ads and How to Create them</b> <small>edited a month ago</small>	DOOH	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>
<input type="checkbox"/>	<b>LinkedIn ad creator – make LinkedIn ads</b> <small>edited a month ago</small>	LinkedIn	Michael Heina	-	📅 Set date <span style="float: right;">⋮</span>

Load More

# Content marketing: Tools

html5 banner maker Content Brief My Content Share

Views Export Paragraph **B I U S L**

[Import Template](#)

## HTML5 Banner Maker

### Overview

- Goal: Create the best HTML5 Banner Maker Landing in terms of high-quality SEO content. Analyze competitors and offer the structure of the future landing. Create a document with the screenshots of block examples, below examples write your text. Insert call-to-actions and links to templates, articles, etc. Give some statistics.
- Target Audience: **Marketers, Advertisers**
- Deadline: **02.12.2022**
- Project Owner: **BannerBoo**
- Target Word Count: **870 - 1500**
- Target Headings: **6-10**
- High-ranked competitors:
  - <https://www.bannerwise.io/animated-html5-ads>
  - <https://www.creatopy.com/create/html5-ads/>
  - <https://tweenui.com/>
  - <https://www.animatron.com/studio/html5-banner-maker>
  - <https://www.glorify.com/template-design/html5-banner>
  - <https://onlymega.com/>
  - <https://www.abysale.com/html5-banner-ads>
- Examples of BannerBoo Landings:
  - <https://bannerboo.com/create/facebook-video-ad/>
  - <https://bannerboo.com/bannermaker/>

SERP Overview 18 / 20

WORD COUNT	HEADERS
1.3k ✓ 509	7 ✓ 6
LINKS	IMAGES
28 ✓ 1	0 ↑ 8

Automate Content Brief →

Visualize SERP Metrics →

[bannerboo.com](#)

Ranking: #1 Word Count: 558

### BannerBoo :: Online HTML5 Banner Maker

Create banners online with our free HTML5 Banner Maker

- ▼ H2 Create ads quickly and easily
- ▼ H2 Professional animated advertising templates
- ▼ H3 Focus on design and our banner maker will do the rest!
- ▼ H2 Create your ad now!
- ▼ H2 Intuitive and easy-to-use HTML5 Ad builder
- ▼ H3 What is BannerBoo?
- ▼ H3 Who should use BannerBoo?
- ▼ H3 Is your banner maker free of charge?

[View all sections](#)

1267 words

Research Outline AI Write Optimize Links Help

Full Screen Resize Split View

# Content marketing: Tools

MarketMuse Product About Pricing Learn

Login

Get started free

## Data-driven content planning

AI-powered content research, intelligence, and writing for tech companies. Increase your publication tempo, build content-driven customer journeys, and get found by people who need you most.

Get started free



Trusted by thousands of content, SEO, and editorial teams.



# Content marketing: Tools

**bannerboo.com** ⚙️

PROJECTS

- 📁 All Projects 3
- 📁 Plans 0 →
- 📁 Briefs 1 →
- 📁 Saved Writing 2

APPLICATIONS

- 🔍 Research
- 🏆 Compete
- 📄 **Optimize** ✓
- ❓ Questions
- 🔗 Connect

🚀 Power-ups

🟡 179 Credits 🟢 400 Queries

Optimize  US (EN)  Run / Fetch Save Writing

Paragraph B I U 🔗 ☰ ☰ ↶ ↷ 🔍 ✂️ ✂️ 📄

**H1** What are HTML5 banners and how do I create them? Copy for Publishing

**P** 31 January 2021

**P** Banners are often used as advertisements on various Internet sites — bright blocks with text and images. The very first **banner** appeared in 1994 on HotWired.com. It was an incredible success — 44% of site visitors clicked on it.

**P** With the development of internet marketing and technology, banners have lost significant conversions. But such advertising still remains effective and relevant. According to WordStream, [64.6% of people click on Google Ads](#) when they are looking to buy an item online!

Banner ad sizes

**P** To date, banners have gone through a rather long evolutionary path: they have been divided into various formats that provide more opportunities for advertising. What banners are and how they differ from each other, we will talk about in this article.

**H2** **What are banners?**

Content Score: 9 Avg: 17 Target: 26 Word Count: 512 Avg: 1,848 Target: 1,658

Feed	Research	Compete
TOPIC	DIST	SUGGESTED
what are html5 banners and how do i create them	1-2	1-2
html5 banner	1-2	3-10
banner ad	0	3-10
adobe animate	0	1-2
google web designer	0	3-10
html5 ad	1-2	3-10
html5 banner ad	0	1-2
banner	3-10	10+
animate cc	0	1-2
web designer	0	3-10
banner ads	0	10+
responsive banner ads	0	1-2
animated banner	0	1-2
create html5 banner	0	1-2
html5 maker	0	1-2
html5 creatives	0	1-2
adobe animate cc	0	1-2

# Content marketing: Tools

Writesonic Features Resources Free Tools Pricing Academy Sign in Get started

## Best AI Writer for Creating Blog Articles.

Create SEO-optimized and plagiarism-free content for your blogs, ads, emails, and website 10X faster.

Start Writing For Free

No credit card required.

AI Article Writer 3.0 1 GET IDEAS 2 GET AN INTRO 3 GET AN OUTLINE 4 GET AN ARTICLE X

Topic 0/300  
Copywriting Vs. Content Writing  
Get related results from Google

# Content marketing: Tools

AI Article Writer 3.0

GET IDEAS GET AN INTRO GET AN OUTLINE GET AN ARTICLE

Your balance: 21,000 premium words

Article Title  27 / 300

What is an animated banner?

Article Intro  500 / 1500

Animated banners are graphical elements that appear when your website is loading or just before it completely loads. They are a great way to grab attention and create anticipation for the content that is about to come. Banners also help you display ads on your site, so they can be a useful monetization tool as well.

After all, who doesn't like cute little animals? In this article we will explore different types of animated banner designs, how they work and which one is the best for your website.

Article Outline

You can drag and drop to rearrange sections

What is an animated banner? + -

Types of animated Banners + -

Benefits of animated Banners + -

Should you use animated Ads? + -

How to create an animated banner ad? + -

Regenerate

Rate this article ★★★★★

for creating a cute cat dancing with a beautiful landscape. This is a very

Edit this article with our Google Docs like [Sonic Editor](#)

Normal H1 H2 H3 B I U 99 T

## Should you use animated Ads?

In this day and age, everyone wants to be on the internet. Advertisers are finding more creative ways to reach their audiences and get their products in front of them. There are many options for advertising, such as paid social media posts, sponsored YouTube videos, and even paid ads on your own website. But one of the most effective ways to reach your audience is with an animated banner ad. Animated banner ads are a great way to create brand awareness and generate excitement around your product. These ads are an effective marketing tool that works well for almost any type of business. The best part is that they don't take up much space, so they are perfect for small and large businesses alike. They are also very cost-effective, so they are an excellent option for monetization.

## How to create an animated banner ad?

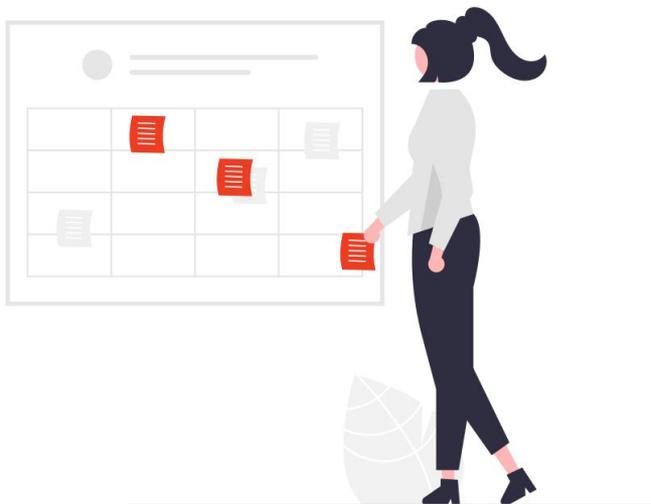
Creating an animated banner ad is similar to creating any other type of banner ad. You start by creating a banner design that you like, and then you edit the image to add the necessary elements. When it comes to animation, you can either use stock photos or create your own animations from scratch. Stock images are easy to find and come with the price tag of \$100. Creating your own animations is a bit more expensive, but it is also more effective. In this case, you can use free stock images and create a custom-made banner ad.

## Choosing a stock animation or creating one from scratch

You can choose between two methods when it comes to creating your custom animation. We recommend choosing the latter, as it will work better for your brand and create a more interesting experience for your audience. Stock images are

# Event marketing

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- Building brand awareness
- Generating leads
- Networking
- Gathering customer feedback
- Providing value

# Event marketing

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# Email marketing

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- Cost-effective
- Easy to track
- Personalization
- High ROI
- Flexibility

# Email marketing

SendPulse

[Email](#)
[Automation360](#)
[Chatbots](#)
[CRM](#)
[Landing pages](#)
[Pop-ups](#)
[Push](#)
[SMTP](#)
[EDU](#)

Send SMS

## All Campaigns

[New campaign](#)
[Send SMS](#)
[Send Viber](#)

[List of Reports](#)
[Analytics](#)

Filter Export Date of last email (descending)

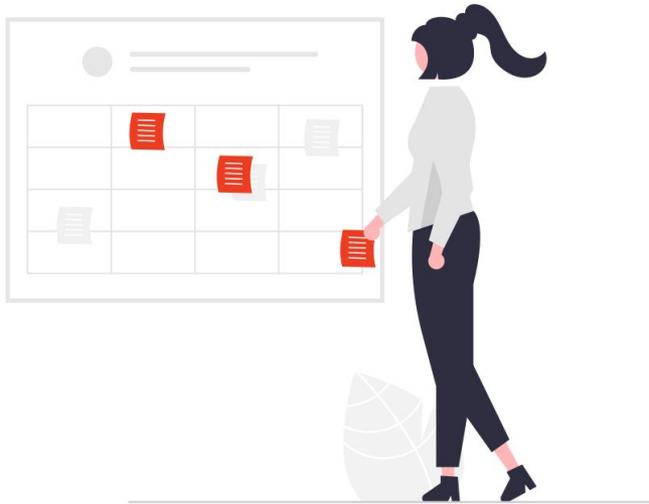
	421254 sent	408517 97% delivered	58478 14.3% opens	1459 0.4% click-throughs	3309 unsubscribed	12724 3% errors
November 25, 2022 15:00 ✨BannerBoo Black Friday — 60% OFF with Coupon Code BLACKFRIDAY! All Subscribers (79639) • <a href="#">Segmented list (9508)</a>	9096 delivered	3642 40.0% opens	42 0.5% click-throughs			
August 24, 2022 16:00 💙🇺🇦BannerBoo – let's celebrate Ukraine's Independence Day together! All Subscribers (79639) • <a href="#">Segmented list (4218)</a>	3928 delivered	2372 60.4% opens	28 0.7% click-throughs			
August 18, 2022 16:00 🔥BannerBoo latest updates All Subscribers (79639) • <a href="#">Segmented list (11656)</a>	11274 delivered	4802 42.6% opens	87 0.8% click-throughs			

Standard 45 000  
Manage plan

Chats

# SEO (Search Engine Optimization)

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- Improved search engine visibility
- Increased traffic
- Cost-effective
- High ROI
- Improved user experience

# SEO (Search Engine Optimization)

**Ranktracker** Tools ▾ How it works Pricing Earn Money! Blog Help ▾ [Go to App](#)

#4 PRODUCT OF THE MONTH  
**Marketing**

## The all-in-one platform for effective SEO

Research keywords, analyse the competition, Check & Monitor backlinks and track your search engine ranking - all with a single, powerful platform. Rank tracker harnesses world-class data sources to help you get ahead in SEO, whether you're a small startup or a large agency.

🔍 Enter the keyword 📍 United States 🔍

**Ranktracker**

26  
has passed!

# SEO (Search Engine Optimization)

Rank Tracker / **bannerboo.com** 184 Keywords 11 Competitors michaelheina@gmail.com Administrator

Overview Competitors Pages Metrics Grossing Discover Savings Movements Grid ALL 30TH NOV - 7TH DEC

Q Keyword X FILTERS

ALL NEW LOST UP DOWN EXPORT

Date	Keyword	SE	Device	Location	Lang.	Volume	KD	Position	Traffic	SERP Features	URL
2022-12-07	gif banners	Y	📱	🇺🇸 United States	en	4.4k	-	1 > 2 <sup>1</sup>	706		<a href="/create/animated-gif-banner/RK=2/RS=KXCuF4W...">/create/animated-gif-banner/RK=2/RS=KXCuF4W...</a>
	gif banners	G	📱	🇺🇸 United States	en	4.4k	-	4 > 5 <sup>1</sup>	216		<a href="/create/animated-gif-banner/">/create/animated-gif-banner/</a>
	banner ad templates	G	📱	🇺🇸 United States	en	170	-	3 > 2 <sup>1</sup>	27		<a href="/advertising-templates/display-ads/">/advertising-templates/display-ads/</a>
	instagram video ads	G	📱	🇺🇸 United States	en	480	-	16 > 15 <sup>1</sup>	8		<a href="/blog/how-to-create-instagram-video-ads/">/blog/how-to-create-instagram-video-ads/</a>
	banner ad templates	Y	📱	🇺🇸 United States	en	170	-	101 > 5 <sup>96</sup>	8		<a href="/advertising-templates/display-ads/RK=2/RS=7ZJ...">/advertising-templates/display-ads/RK=2/RS=7ZJ...</a>
	create banner online	G	📱	🇺🇸 United States	en	320	-	18 > 14 <sup>4</sup>	5		<a href="/">/</a>
	gif banners	📺	📱	🇺🇸 United States	en	50	-	20 > 6 <sup>14</sup>	1		<a href="/create/animated-gif-banner/">/create/animated-gif-banner/</a>
	banner ad templates	📺	📱	🇺🇸 United States	en	30	-	7 > 6 <sup>1</sup>	1		<a href="/advertising-templates/display-ads/">/advertising-templates/display-ads/</a>
	banner ad templates	📺	📱	🇺🇸 United States	en	30	-	7 > 6 <sup>1</sup>	1		<a href="/advertising-templates/display-ads/">/advertising-templates/display-ads/</a>
	html5 banners	📺	📱	🇺🇸 United States	en	10	-	4 > 2 <sup>2</sup>	1		<a href="/blog/what-are-html5-banners-and-how-do-i-creat...">/blog/what-are-html5-banners-and-how-do-i-creat...</a>
	youtube banner templates	G	📱	🇺🇸 United States	en	40.5k	-	48 > 59 <sup>11</sup>	0		<a href="/create/youtube-banners/">/create/youtube-banners/</a>
	instagram ads	G	📱	🇺🇸 United States	en	12.1k	-	73 > 68 <sup>5</sup>	0		<a href="/blog/how-much-do-instagram-ads-cost-in-2022/">/blog/how-much-do-instagram-ads-cost-in-2022/</a>
	banner templates	G	📱	🇺🇸 United States	en	6.6k	-	24 > 30 <sup>6</sup>	0		<a href="/advertising-templates/display-ads/">/advertising-templates/display-ads/</a>

# SEO (Search Engine Optimization)

## Keyword Finder

Find the best keywords from a database of billions

🔔 M michaelheina@gmail.com Administrator

**HISTORY** **LIST**

By Keyword **+** By Domain **+**

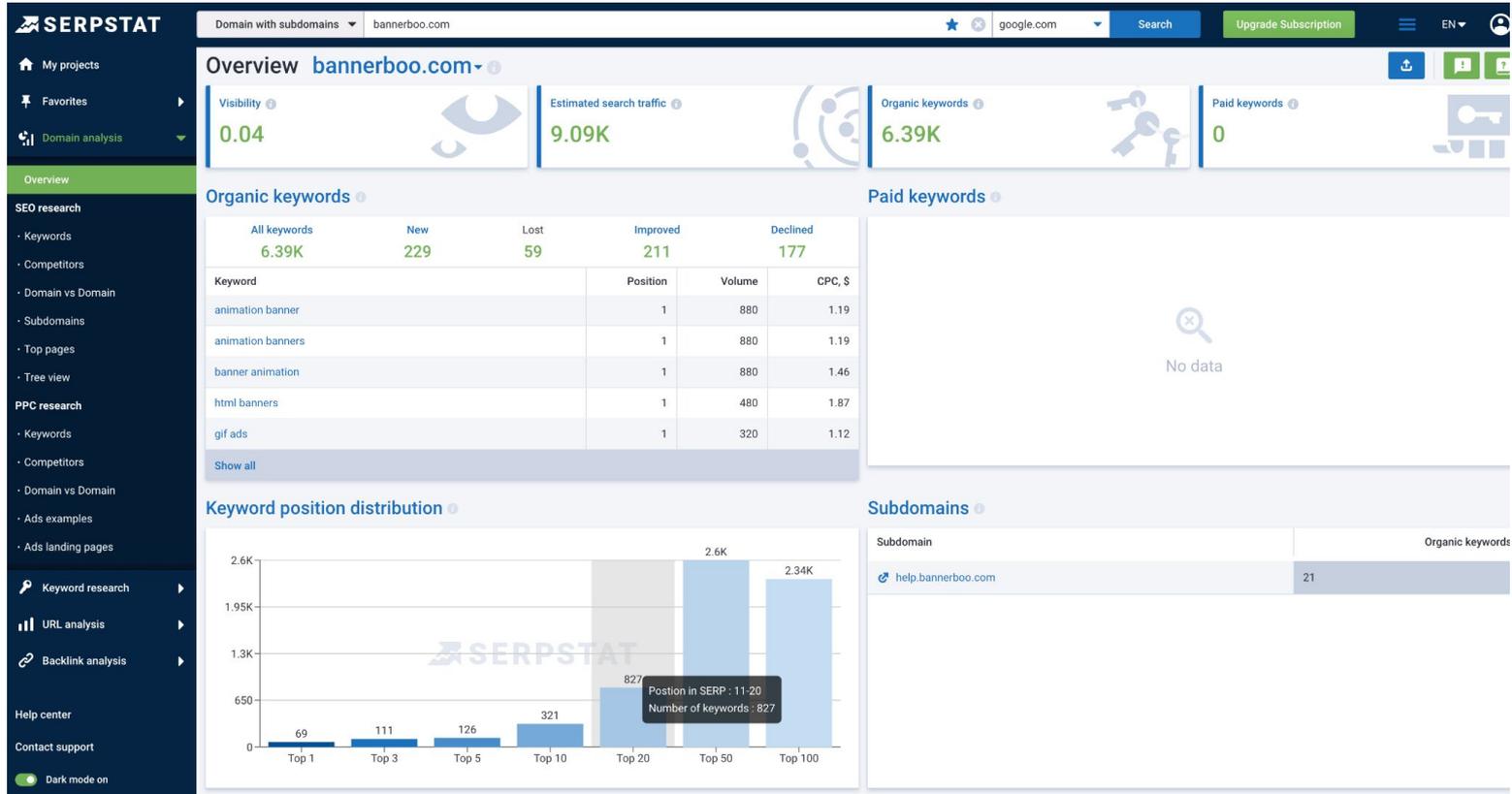
🔍 gif banners 🇺🇸 United States 🌐 English 🔍

🔍 Keyword ✕ **FILTERS**

**ADD TO LIST** **EXPORT**

<input type="checkbox"/> Keyword	Location <b>+</b>	Search <b>+</b>	KD <b>+</b>	Trend <b>+</b>	Volume <b>+</b>	CPC <b>+</b>	PPC <b>+</b>	<b>MORE</b> <b>+</b>
<input type="checkbox"/> discord banners gif	United States		19		12.1k	\$2.86	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> banners gif	United States		22		4.4k	\$5.59	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> gif banners	United States		19		4.4k	\$5.59	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> anime banners gif	United States		21		2.4k	-	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> discord gif banners	United States		36		1.6k	-	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> discord banners gif anime	United States		27		1.6k	-	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> aesthetic banners gif	United States		19		1.3k	-	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> anime gif banners	United States		21		1k	-	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> cool discord banners gif	United States		36		880	-	-	<b>MORE</b> <b>+</b>
<input type="checkbox"/> gif banners discord	United States		44		720	-	-	<b>MORE</b> <b>+</b>

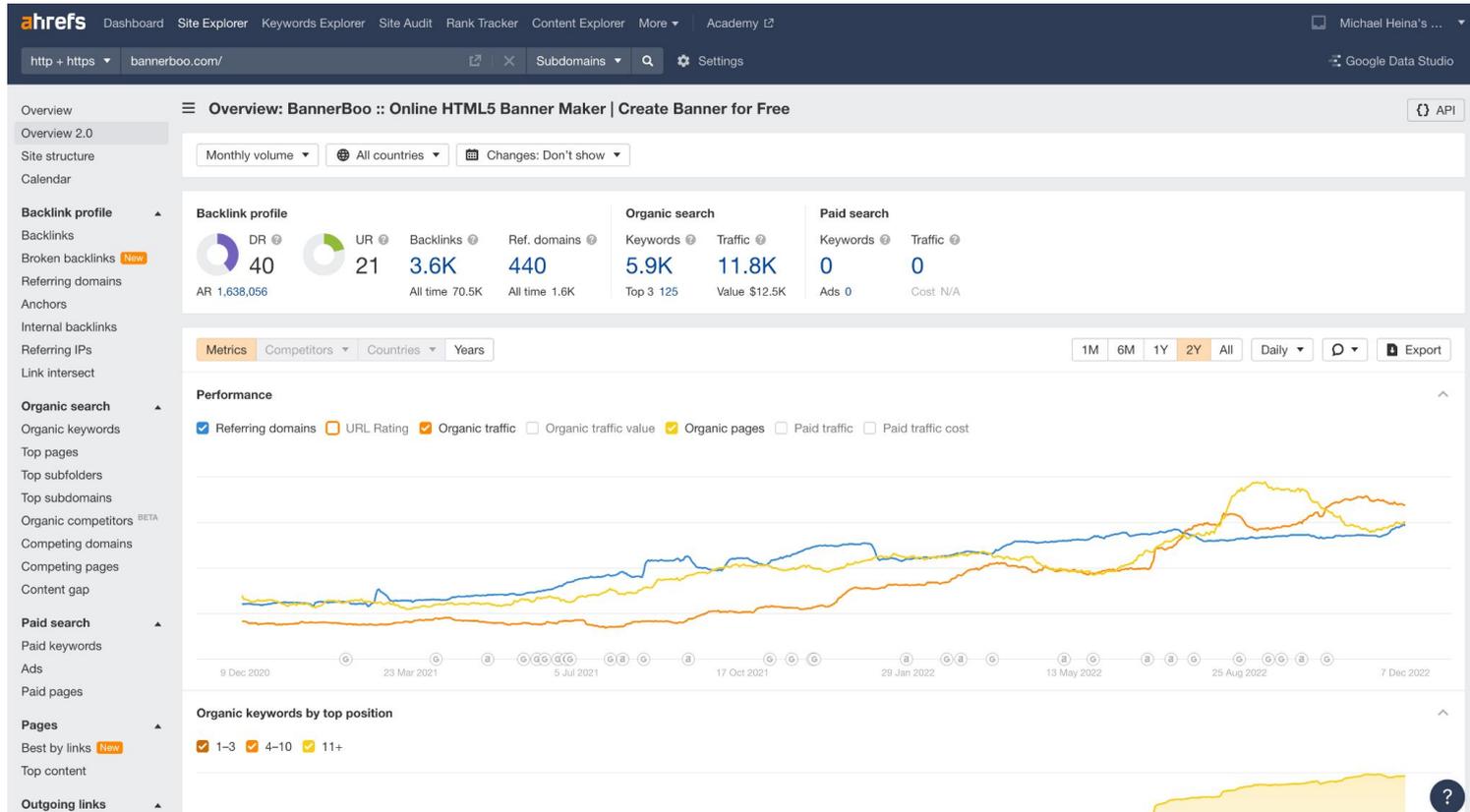
# SEO (Search Engine Optimization)





# SEO (Search Engine Optimization)

38



# B2B Outbound marketing

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- Immediacy
- Measurability
- Scalability
- Targeting
- Brand building

# B2B Outbound marketing

The screenshot shows a workflow editor interface for a B2B Outbound marketing campaign. The interface is titled "Edit" and is set for the account "United Kingdom — Marketing Director" and the company "BannerBoo". The workflow consists of four sequential steps:

- Grab Profiles:** A step with a URL field containing "https://www.linkedin.com/sales/search/p". It includes "Edit Step" and "Next Step" buttons.
- Visit Profile:** A step with an "Edit Step" button.
- Like Last Activity:** A step with a "Delay" of "0.25 Hour" and an "Edit Step" button.
- Connect:** A step with a "Delay" of "0.25 Hour" and a "Message" field containing "Hi {{name}}, nice to 'meet' you!". It includes an "Edit Step" button.

The interface includes a sidebar on the left with navigation options: Analytics, Workflows, Accounts, Contacts, Inbox, Admin, Integrations, Billing, and Logout. The top right corner shows the user profile for "Michael" (Main Account) and various utility icons. A "Save" button is located at the top right of the workflow area.

# B2B Outbound marketing

**BannerBoo B2B Partnerships** ☆ 📄 ☁  
File Edit View Insert Format Data Tools Extensions Help [Last edit was on February 10](#)

100% | \$ % .0\_ .00 123 | Arial | 10 | B I U A | 🗑️ 📄 📑 | 📄 📄 📄 | 📄 📄 📄 | 📄 📄 📄 | 📄 📄 📄

A1	A	B	C	D	E	F
1						
2		<b>Channel</b>	<b>Hosting Companies</b>			
3			<ul style="list-style-type: none"><li>- Find a list of startup hubs</li><li>- Check if they have an ad builder inside their service</li><li>- Decide what we have to offer</li><li>- Find a DB for outreach (Directories, LinkedIn Navigator)</li><li>- Prepare leaflets, PDFs, and other materials</li><li>- Set up an outreach</li></ul>			
4		<b>Strategy</b>				
5						
6		<b>Channel</b>	<b>Coworking Hubs</b>			
7			<ul style="list-style-type: none"><li>- Find a list of coworking hubs</li><li>- Analyze their portfolio</li><li>- Decide what we have to offer</li><li>- Find a DB for outreach (BizDev reps from these startups)</li><li>- Prepare leaflets, PDFs, and other materials</li><li>- Set up an outreach</li></ul>			
8		<b>Strategy</b>				
9						
10		<b>Channel</b>	<b>Startup Hubs</b>			
11			<ul style="list-style-type: none"><li>- Find a list of startup hubs</li><li>- Analyze their portfolio</li><li>- Decide what we have to offer</li><li>- Find a DB for outreach (BizDev reps from these startups)</li><li>- Prepare leaflets, PDFs, and other materials</li><li>- Set up an outreach</li></ul>			
12		<b>Strategy</b>				
13						
14		<b>Channel</b>	<b>CRM Services</b>			
15			<ul style="list-style-type: none"><li>- Find a list of CRM services</li><li>- Check if they have an ad builder inside</li><li>- Decide what we have to offer</li><li>- Find a DB for outreach (Directories, LinkedIn Navigator)</li><li>- Prepare leaflets, PDFs, and other materials</li><li>- Set up an outreach</li></ul>			
16		<b>Strategy</b>				

# B2B Outbound marketing

Bannerboo LinkedIn Templates ☆ 📧 ☁  
File Edit View Insert Format Tools Extensions Help Last edit was on May 9

100% Heading 3 Arial

Hi (FirstName), nice to "meet" you!

I saw that we have mutual friends, and wanted to reach out. Seeing that you are in the same industry, I thought it might be nice for us to connect as well.

Take care, and I hope to hear back from you!

Michael

Hi (FirstName),

I hope you are well and thanks for connecting! I work with a lot of agencies and companies helping them with ad creation processes. Let me know if you ever want to have a chat — I'm always happy to share my knowledge.

Best regards,

Michael  
<https://bannerboo.com/bannermaker/>

Hi (FirstName),

Just been looking at your profile in more detail and see you have a lot of similarities to companies that I work with.

In most cases, they suffer from a lot of project management and tons of repetitive tasks while creating ad campaigns.

Editing

Share

# Final word

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The most effective PR and marketing strategy for a startup will depend on its **specific goals, target audience, and industry.**

It's important for startups to identify the marketing tactics that are most likely to be effective in reaching their target audience and achieving their goals.



Online Animated  
**Banner Maker**  
Easy, fast, smart!

## Let's keep in touch:

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[michaelheina@bannerboo.com](mailto:michaelheina@bannerboo.com)



[\(067\) 402 79 72](tel:(067)4027972)



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