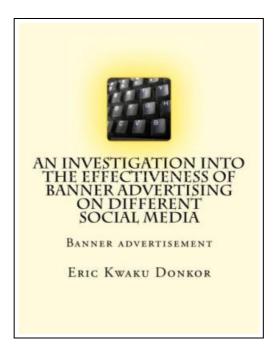
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Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Online social media platforms have been promoting banner-advertising policies to facilitate marketing and sales promotional policies. According to Griffin et al. (2012), various reputed brand has been using social media policies to promote business growth. Online banner advertising has the ability to touch a large section of the society, and is able to create a positive perception on the society. According to Ball et al. (2012), the online social media platforms have been facilitating users to gather knowledge about the organizational policies affecting the business enterprise. Banner advertising has been an effective platform to promote organizational products and services, thereby raising consumer awareness levels. Online social media platforms like Facebook, Myspace as well as Orkut provide the opportunity to business enterprise to advertise their products and services among the users (Ananda, Hernandez-Garcia and Lamberti 2016). Thus, these online policies shall be of assistance to the business enterprises to explore newer markets. The banner advertisement policies have assisted the organization in achieving the long-term growth and the objectives of the business enterprise. Wild et al. (2014) mentioned that the online social media platforms have been promoting banner-advertising policies to enhance the market position. This has been a modern innovation in the marketing department of the business enterprise. Thus, it posses few distinct advantages over the traditional forms of the marketing channels. The following study analyses the impact of banner advertising on the social media policies of the business enterprise. This effective online marketing tool shall facilitate the users to gain greater market seposure. As such, it can be said that banner advertising on social media platforms is a regular used by reputed corporate to explore newer markets (Ball

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