

11 RETARGETING HACKS TO KICKSTART YOUR FACEBOOK CAMPAIGNS



GET **10K** FANS

11 RETARGETING HACKS TO KICKSTART YOUR FACEBOOK CAMPAIGNS.

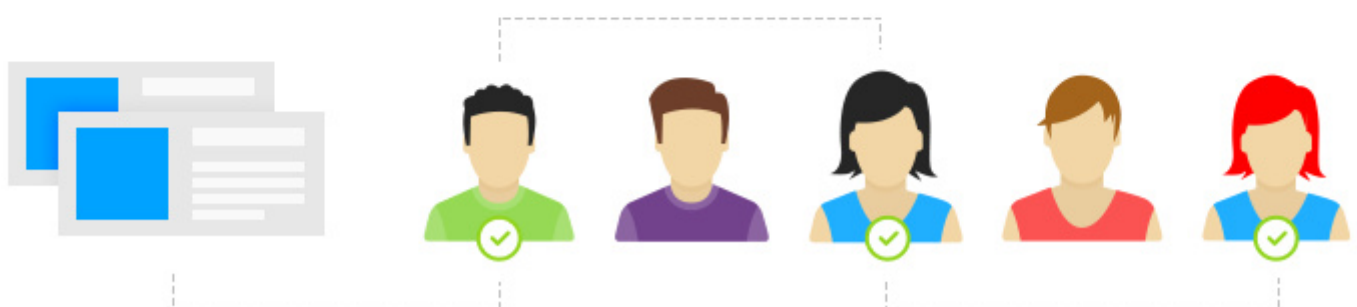
With the overflow of ways to advertise and bring traffic to your site, sometimes advertisers can fail to dig deep and find the quick hacks that the pros use to make every campaign profitable.

In this training, we'll show you 11 retargeting hacks we have discovered or learned which pay off in a big way when it's time to do more with the traffic we already have.

1

TARGET LEADS WHO ABANDON YOUR SHOPPING CART.

Visitors who make it to your shopping cart and then abandon it are some of your hottest prospects. They have told you that you provide something that they like, and the price may be right. Now, you may say, they abandoned the cart! They aren't interested! But the fact is, there are a million reasons someone might not finish a transaction, maybe they need to okay it with a partner, maybe they had a phone call they couldn't put off. You just don't know. So, retarget them! They liked you enough to nearly buy, and the right messaging and placement can absolutely seal the deal.



To do this, you will want to create a custom audience through Facebook and put the audience pixel in the header of your shopping cart. There are several ways to make sure that the right product is shown in the ad, but regardless, make sure you are retargeting them with the product they nearly bought.

Again, we want to target these “near misses” because they have proven they are interested in your product, and the price was either right, or just barely off.

One cool tip we use to push customers over the edge is to add a bonus or a small discount through your retargeting, something that doesn’t steal much from your bottom line, but incentivizes them to finish what they started.

Do this, and we guarantee that your near miss customers will be flocking back to you!

2

TARGET ADS FOR SPECIFIC PRODUCTS BASED ON USERS VISITING THOSE PRODUCTS.

This next idea takes one step back from retargeting shopping cart abandoners. Instead, let’s go ahead and build an audience in Facebook, and put retargeting pixels in your product pages. This way you can target visitors to your site based on what products they have been looking at.

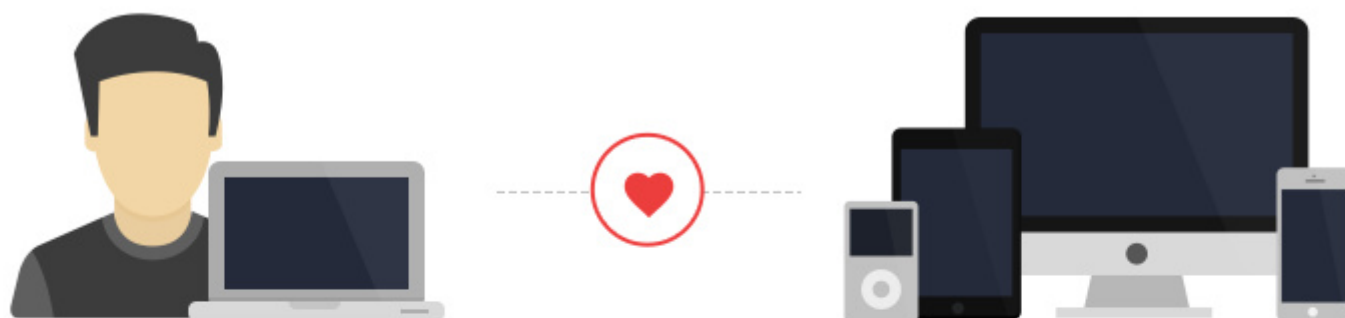


To take this one step further, you can even choose to only target visitors who have visited a particular product more than once! This way, you are isolating people who are in a decision making phase and have elected you as one of their main choices, and may be vacillating between a couple of options.

As we mentioned in the first post, when you retarget, consider giving them a small bonus or incentive to engage with you. Another way to use this audience is to build some trust with them, so in your creative highlight things like your service, delivery speed or warranty. This way you can set yourself apart if your product is similar to whatever else they are considering.

3

TARGET USERS WITH PRODUCTS IN A CATEGORY SIMILAR TO A PRODUCT THEY HAVE ALREADY PURCHASED.

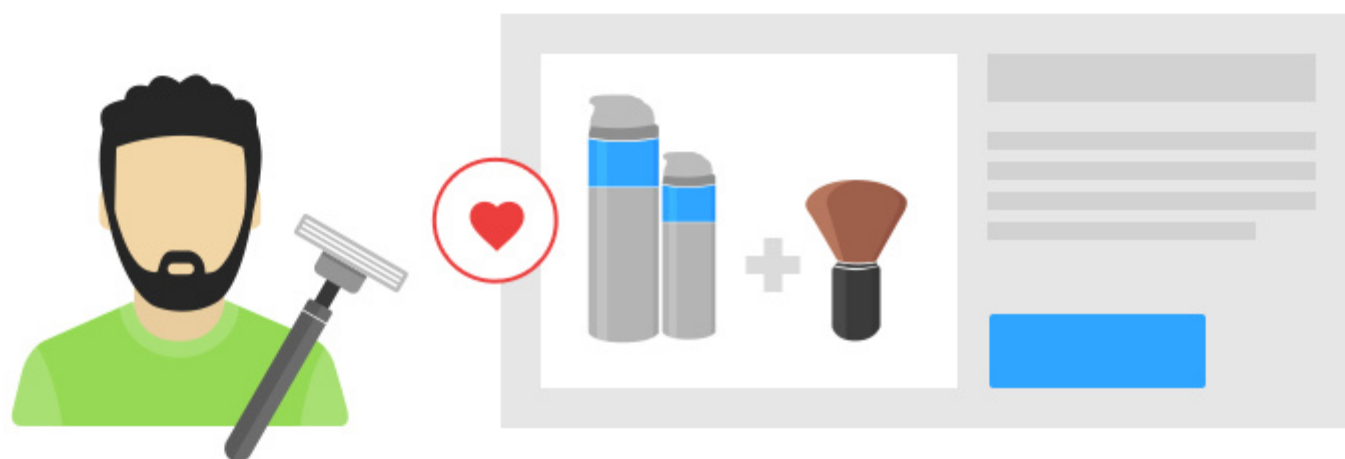


We talk a lot about upsells, but here's one great way to use retargeting to drive upsells.

Imagine you sell shaving supplies. A customer may initially buy a starter kit, which comes with a handle and a couple of razors. Assuming the initial purchase goes off without a hitch and they like the product, packaging and fulfillment, you now have a satisfied customer.

This customer is now a huge opportunity for retargeting. So, what you need to do is create an audience based on what product they have bought. Our ad creative will now promote a product which compliments what your customer has already purchased from you.

To continue this example, your user now has a set of handles and razors from you. What else could they need? I'm sure you're all thinking, shaving cream and a brush! So for your retargeting to this particular customer, you can retarget them with ads for shaving cream and brushes to compliment the razors they already have!



So, to reiterate, set up a retargeting audience based on what your customers have already purchased from you, and serve them ad creative that pitches complimentary products.

4

RUN SPECIAL RETARGETING FOR YOUR SALES PAGES, WITH URGENCY DRIVERS BUILT IN.

With Black Friday in the rear view mirror, I'm sure a lot of you saw a ton of ads for specials, sales etc. Now, to take that one step further, let's run special retargeting ads based on visitors to a sales page.

Assuming you are running ads for Black Friday, let's add a retargeting pixel to your sales page. This new audience will get tailored ads based on your sales page which urge them to come back, get the sales while they are available, or even give them an additional bonus or percent off. One more cool trick, make the countdown to the end of your sales a part of the advertising creative to drive urgency.



5

RUN TRUST BUILDING ADS, TALKING ABOUT SUCCESS STORIES, SHIPPING OPTIONS, CERTIFICATIONS ETC.

Most of what we talk about is sales related, coupon codes, product retargeting etc. But let's change gears here. Not all consumers are having issues with what to buy, or how much it costs. Sometimes, it's where to buy. This can be an issue for a number of reasons, sometimes it's shipping options, sometimes it's warranties. You get the picture.

So for this segment, let's build an audience based on visitors to our shipping options pages, or FAQ pages. An audience who have expressed interest in more service related issues.



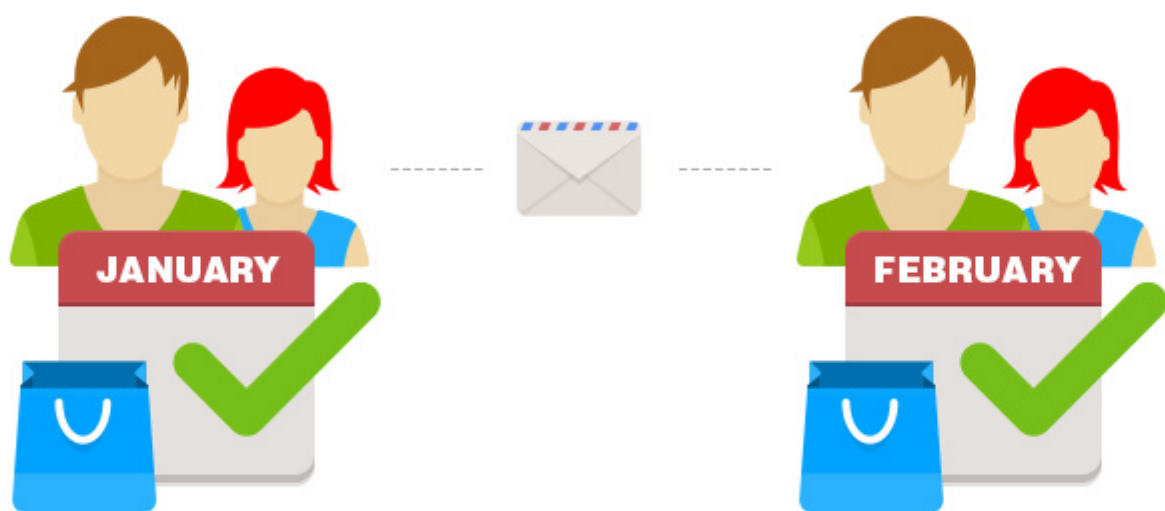
For this audience, your creative should focus on the service aspects of your business, does your shipping come free of charge while your competitor charges? That could be all it takes to push an interested shopper over the edge. Or maybe it's your warranty, if you go above and beyond on standing behind your product, maybe that's the kind of confidence a customer needs to decide to give you a shot.

6

RECONNECT WHEN CONSUMABLE PRODUCTS EXPIRE. E.G., SELLING A TRAINING COURSE, TARGET THEM WITH A FOLLOWUP COURSE WHEN THEIR CURRENT COURSE EXPIRES.

This one somewhat speaks for itself. If you are selling online training courses, when the course is complete, run ads targeting people with the next step, or the next course that will get them where they want to go. If you are selling consumable products, figure out when users will be finished with the product on average and target them then.

Set audiences based on timeframes for the sale, so if someone buys in January and users typically “complete” your product in 2 months, wait until February to run retargeting ads with creative that invites them back for “the next step”.

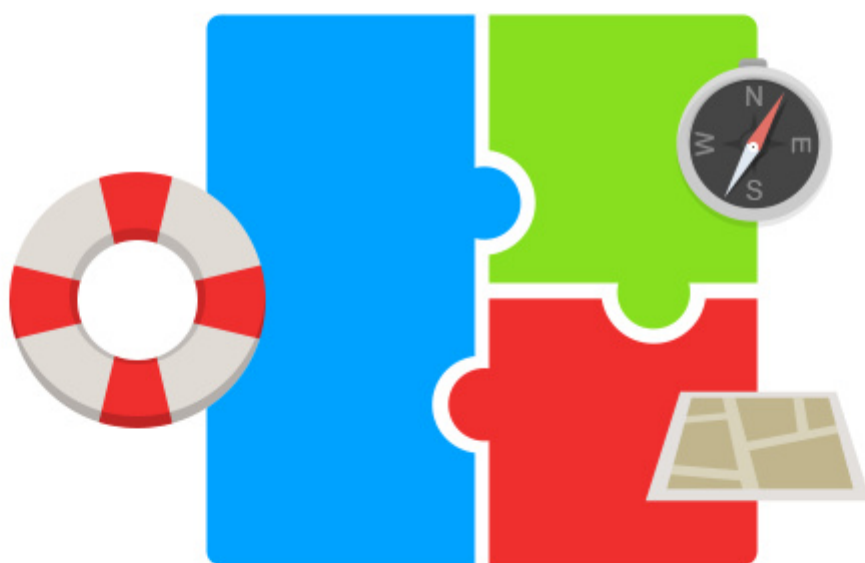


7

PROMOTE ADD-ONS FOR PRODUCTS THAT CAN BE ENHANCED.

Imagine you are selling survival tools online. This has grown to be a huge market, and people are constantly building and comparing “kits” with each other.

Let’s say one of your biggest sellers is a utility belt for survival situations. The basic model you sell comes with a simple set of tools. However, through your site you sell add ons which enhance the kit for the more intensive users and enthusiasts.



Go ahead and build an audience of your customers who bought the basic set. Now, run retargeting ads that sell the enhancement accessories which fit into their current kit. Your creative can reference something they already own and enjoy, while teasing the next upgrade which will take them from basic to premium.

You can even try running small discounts or loyalty benefits to you customers through your advertising creative.

8

UPGRADE SUBSCRIPTIONS: SUBSCRIPTION BASED SERVICES CAN RETARGET USERS WITH THE BENEFITS OF HIGHER LEVEL SUBSCRIPTIONS.

If you are selling a subscription based product, such as LeadPages, you may have higher levels of the subscription with more features, better service etc. This is another thing we can promote via retargeting.

For this one you want to build custom audience of your users at each level of service.

Once you have these lists built, go ahead and target your customers with creative that sells the value of the higher level subscriptions. Once users click through, bring them to an easy upgrade page where they can enhance their subscription.

If you are in a promotional season, consider doing seasonal upgrade bonuses and discounts, these make good ad copy because they are seasonal, and your customers expect to see special offers and are conditioned to take them at certain times in the year.



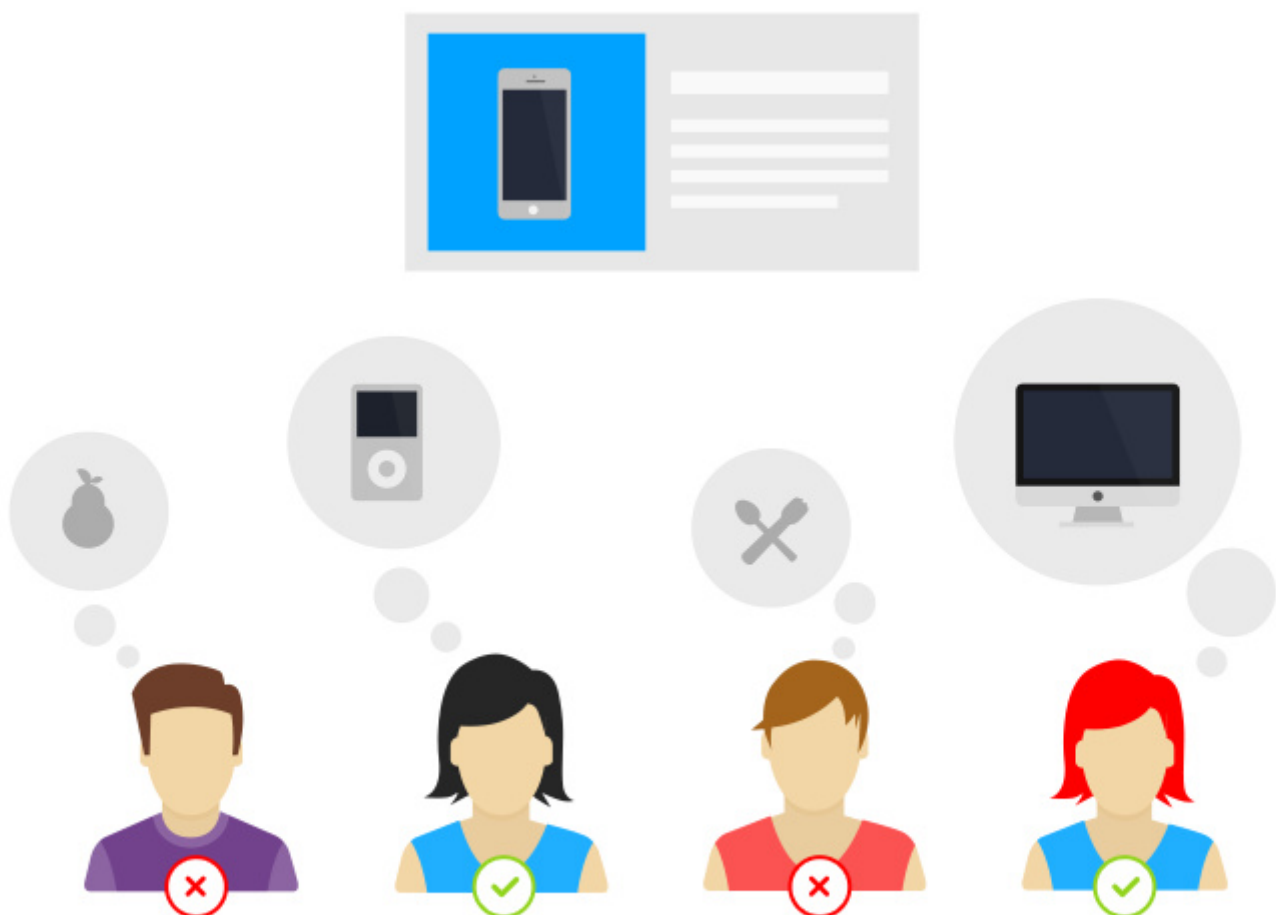
9

RETARGET YOUR HIGHEST VALUE CUSTOMERS: DEVOTE HIGHER RESOURCES TO YOUR BIG SPENDERS OR USERS YOU IDENTIFY AS MORE LIKELY TO BUY.

A simple one but a powerful one. A lot of us run our advertising on a tight budget, so do a little research and build a buyer persona for your visitors and customers who are typically your big spenders.

Once you identify who these people are and how they act on your website, set up a custom audience targeting these big spenders.

When you build your advertising budgeting, you can then confidently give this group a bigger slice of your advertising budget and expect a better ROI as they outspend your average customer.



10

TARGET USERS WITH A SERIES OF SALES PIECES, OR VIDEOS, PAGES ETC. FOR A PRODUCT LAUNCH OR SOMETHING SIMILAR.

A lot of you in the Internet Marketing world run episodic promotions, video series, monthly trainings etc. We can use retargeting to make these types of promotions even higher impact.

Typically once someone is on your retargeting list, they may see the same ad for a month at a time, and after a few impressions, may tune it out. Now, if you are running a dynamic training or promotion, you can set it up so that your ad creative changes every single week with the new content.

This way, your potential customers will see what you've got going on and that you are putting out new content weekly. This has a couple of benefits. Firstly, it let's your prospects know you are an active and engaged advertiser and that they can expect to see new and exciting content from you regularly, that's the kind of business people want to learn more about. Secondly, if your first message doesn't entice them enough to click through and engage with you, you have more opportunities as your promotion changes each week.



11

PROVIDE “RETARGETING ONLY” PROMOTIONS, MAKE IT CLEAR IN YOUR COPY THAT THIS PARTICULAR OFFERS IS ONLY AVAILABLE TO THOSE WHO CLICK THROUGH.

Customers are getting more savvy to retargeting, so this opens up a good opportunity for us to provide medium specific incentives.

If you are running creative to an audience, you can tell them in the creative that you are offering “Display Network Only!” bonuses or discounts. When they click through the ad, you can take them to a special landing page which has promotions that are only available to people who engaged with your retargeting ads.

A benefit of this, is that it trains your customers to pay attention to your retargeting ads, which can pay off big time when you are launching a new product and need a high engagement rate to jump start things.



CONCLUSION

If you read through these and feel a little overwhelmed, that's okay. Just pick one or two of these to get started with and you'll see big returns. Each one of these strategies alone will be enough to pump up the ROI on your retargeting campaigns.

There's a lot we can tell you to do, but we'll leave you with our one biggest tip. **GET OUT THERE AND EXPERIMENT!** You won't know until you try, and all we can do is give you some great ways to get started.