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GUIDE 3:

RETARGET MARKETING

How to Retarget Past Visitors and Bring Them Back to Your Site

Retargeting is a powerful tool at the disposal of any marketer and it's something that can be highly effective at turning your one-time visitors into fans and into paying customers.

In this post, we're going to break down retargeting and precisely what it is. At the same time though, we're also going to look at some unique ideas and strategies and we're going to look at some best practices and tips.

This is going to turn a powerful strategy into an obscenely successful one for you and it will transform your success.

So keep reading and take notes!

What is Retargeting

Retarget marketing, better known as remarketing, is a highly impactful strategy that you can layer on top of your traditional PPC campaigns.

For those who don't know, PPC is Pay Per Click. This is advertising that costs the advertiser each time a visitor clicks on their ads.

This is a very powerful strategy in itself because it allows the advertiser to define precisely how much they're willing to pay for each click – which of course will equate to visitors.

If you work out your CLV (Customer Lifetime Value), then you have an idea of how much each visitor to your site is worth to you on average

(combined with your conversion rate). If you then set the budget for your clicks to be lower than this number, then you can grow your traffic and guarantee a profit.

The two most well-known PPC tools are Google AdWords and Facebook Ads. Both of these work in similar ways, though AdWords appear on SERPs (Search Engine Results Pages) where the advertiser sets the search term.

Facebook Ads meanwhile appear on the Facebook home feed but are shown only to visitors that meet criteria based on their demographics, hobbies, interests, location etc.

Google AdWords shook things up a bit though when it introduced the concept of remarketing. Remarketing means that you show ads to people who have previously been to your site. This works using cookies.

A cookie is a small file that a website can save on your computer through your browser. When a person visits your site, the file will be added to their browser and this will then be available for sites to identify them until they 'clear their cookies'.

Google AdWords uses this method in order to allow for remarketing. So, when someone visits a page on your website, a cookie gets stored on their computer. Then, when they visit Google, Google recognizes them and shows them your ad.

Why You Should Care About Remarketing

Now you might be wondering why you should care about remarketing. Some people even think that remarketing seems counterintuitive at first.

Why would you want to show your ads to someone who has already *been* to your site? Surely these are the people who *don't need them*?

The answer is that remarketing allows you to reach out to the 'one that got away'.

Think about it. When someone has spent time on your web page and been on the checkout page for a specific item, chances are that they were at least *somewhat* interested in buying it.

They probably ended up backing out of committing because they were worried about money, because they got interrupted, or because they decided to sleep on it.

They go away and they 'think about it'. But they forget about it. And they never come back.

But THEN they one day see that ad appear on their search and they remember that they were interested in this product. Suddenly their interest is piqued once again and they consider coming back to the site, checking it out again and perhaps clicking 'buy'.

This probably happens much more than you think about it. And there are many reasons for this.

Firstly, did you know that most of the purchases we make are based on emotion rather than logic?

We normally buy things because we desire them. Because we can imagine them feeling nice in our hands. Because we want other people to be jealous.

Because we feel like we 'deserve a treat'. All these things are emotional factors that influence us.

But if we were to stop and think logically about these things, often we would actually come to the conclusion that we don't need them at all. Do you NEED a new computer? Isn't yours working just fine? Wouldn't it be better to wait until it dies or until you have a windfall of some sort?

Thus it is the job of any good sales pitch to build up that emotional side.

- They get us dreaming of products and what they can do for our lives.
- They get us to imagine holding them and owning them and they try to dismiss our fears about what might happen if we spend the money.

This is why most sales pages include a form of pressure. They want us to buy quickly and they certainly *don't* want us to go away and think about it.

If you go away and think about it, chances are that you're not buying. Because when we act impulsively, *that's* when we let our emotions rule.

Want to stop spending money? Just put your wallet in a safe and only tell your partner the code. The effort of asking them and admitting you're buying something else will stop you from making impulse purchases!

If someone leaves, you've lost. Unless that is, you can tempt them back.

Better yet, imagine you tempt them back at a time when they're feeling a little tired and a little vulnerable. Once again, they feel like they deserve

a treat. Their resolve is a little lower than usual. They don't quite have the will power to say no.

And it looks *so good*.

THAT is the power of remarketing.

Other Ways to Remarket

While Google AdWords is the platform that is most associated with remarketing, there are actually other ways that you can use this same strategy through different means and channels.

For example, using an autoresponder, it is also possible to send emails out only to members of a list that have visited your pages before. In this case, you can then once again suggest to someone that lost interest and left that they come back and check out the product again.

And speaking of mailing lists, Facebook has a tool that allows you to show ads only to people *on* your mailing list. This strategy works a little differently. In this case, you're not reminding people who have previously been to your product pages to reconsider.

Instead, you are showing people that are fans of your brand and that like your content that they can get more content from you or more products from you by clicking buy.

Both are slightly different takes on the same strategy and both can work well.

Of course, you can also find other ways to remarket yourself. With a little coding skill you can make it so that the products people looked at

previously on your site are the *first ones* that show up when they visit again.

Remarketing Ideas and Ways to Make More From It

Remarketing is not a strategy in itself so much as a tool that you can use in a variety of ways. The success of remarketing then is ultimately likely to come down to the way that you choose to utilize it.

Let's take a look at some ideas and tips that can help you to get more powerful use from remarketing then.

Reconsider Your Copy

When writing your ad copy for remarketing, it's important that you take a different approach to the one you would usually use.

That is to say that you might normally use remarketing as a way to increase brand awareness and to tell your audience all about how great your product is.

But think about it: if people have already visited your site and been tempted to buy from you, then they don't need convincing about that. Instead, what they need is just that *little push* that will take them over the edge and convert them from near misses, to buyers.

To do this, you can focus on dealing with the likely protestations. When people go to buy from you, chances are that they will have a number of concerns. These are likely pertaining to risk, to the money that they have to spend etc.

Your job now then is to focus on those things and to talk your audience around. You can do this by telling them about your 100% money back guarantee. You can do it by reminding them that 9/10 customers *love* your product. Or you can do it by pointing out how buying your product is in many ways an *investment* for them!

Whatever you do, approach your copy and your title differently here than you would previously have been used to doing.

Offer a Discount

One of the very best ways to get people to reconsider buying is to give them a good reason to that they didn't have before. And perhaps the most obvious way to do that is by offering a discount that wasn't previously available.

You can reduce the cost of your product for instance or you can throw in an extra bonus for a limited time only.

Whatever the case, offering a discount is a great way to make people not only reconsider their decision but also to act on emotion and urgency rather than being logical and considered – which is probably what prevented them from buying last time!

Imagine that you looked at something and really wanted it but you talked yourself out of it. Then, days later, you get an email telling you that there's a discount on that will save you 10% and it's only valid for 1 day. What do you do?

Promote a *Different* Product

Here's something that people often don't consider: offering a slightly different product.

For example, if someone looked at a shirt on your site and they really thought about buying it but didn't, then you can always show them a *different* shirt that might cater to their tastes better.

You know this person came close to buying and perhaps the product just wasn't *quite* right. So if you have something else similar, you can probably get them to change their mind and click 'buy'.

Often the best 'different' product to promote is one that's very similar but slightly cheaper. This works because there will be a comparison made between the two products. And in that way, you're able to use a strategy that is known as 'contrast'.

In sales, contrast means putting two slightly different items next to each other and inviting comparison.

By doing this, you draw attention to the differences. The more expensive item now becomes much more premium.

This is the 'best' product and the one that the buyer should really want. Meanwhile, the cheap option because better value for money.

Better yet, a cheaper version of the same product allows a potential buyer to sidestep the guilt that can come from making a big purchase.

They can say to themselves 'at least I chose the cheap version'. That way, they feel as though they've done something good, instead of something bad!

Offer to Buyers

Remarketing is not just useful for those that got away. It's also very useful for those that *did* buy from you. Someone who has bought from you is actually more likely than *anyone else* to buy from you again.

This is someone who has demonstrated an interest in what you do and what you sell *and* a willingness to spend money. If their details have already been saved as an account on your site then even better: that removes yet another barrier to entry.

As you can see then, there are lots of different ways you can use remarketing as a powerful tool to build your audience and gain more profit.

So give it a try!