



# 7 Steps for Setting Up Remarketing on Facebook and Google with Ilana Wechsler



Bounced traffic does not equal lost sales. FB and Google ad specialist Ilana Wechsler shares her 7-step way to re-capture prospects with remarketing.





James Schramko and Ilana Wechsler

**James:** James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 819. Today, I'm chatting with [Ilana Wechsler](#) from [TeachTraffic.com](#). We're going to be talking about remarketing for both Facebook and Google. The reason I wanted to record this episode is I know for a fact Ilana has recently deployed a new challenge for business owners who want to learn this stuff.

And the best part about it is now that we've gone a certain way through the challenge, we're seeing a lot of results, and I was super encouraged by that, to see that a cross section of website owners are able to tap into that challenge, and within a couple of weeks get significant results by just deploying this low-hanging fruit style of campaign, but across two platforms, which I think really makes you special, Ilana, because a lot of people are talking about this platform or that platform. But you actually handle multiple platforms.

I think that's your point of difference, if I may say so. And what I'd like to do is break it down into the steps. I'd like to get a sort of window into, what are you teaching these people in the challenge? Also, just before we get too far in it, can you tell us where we could go and do the challenge, and how much is it?

**Ilana:** Yeah, sure. So if you're interested in learning how to launch a retargeting campaign on Facebook and on Google, you can just head on over to [teachtraffic.com/challenge](https://teachtraffic.com/challenge). Obviously, we have run this live. And at the time of this recording, it is on the last day, but obviously everything has been recorded, and you can access all that recording material if you decide to go ahead, and it costs just 10 bucks, it's a one-time fee.

**James:** Ten dollars, you would have to get a return on investment if you do that training. Now the students who have been going through that have been getting results, amazing results. A lot of them actually are going through into the Teach Traffic training that you have, which is what can come after that if you want to go further down the track.

It suits people who already have a website, who already are selling something, and not afraid to roll up your sleeves and do some of the work, or you've got someone in your team who can roll up their sleeves and do the work. So I just want to make sure that we get that out there. No point spending 10 bucks if you plan on doing nothing, or if you're just a startup and you've got no online business; you're going to be wasting your time and money.

So that done, what are you taking people through in the challenge? I imagine you've broken it down into steps, as you would have to if you're going to teach something in a linear fashion. And what interesting things have you found on the way through? They're the main questions I want to ask you, Ilana. I'm going to hand over to you to step us through this.

## The seven-step, 14-day challenge

**Ilana:** Alright, so it's basically a seven-step process. Obviously, we spread this out over 14 days throughout the challenge. But the step one would be obviously to create your accounts. And often many people who join the challenge, or did join the challenge, having already one account and perhaps not the other account. So obviously, to do a retargeting campaign on both platforms, you need an account on both platforms.

For creating an account in the Google Ad platform, there's something you've got to watch out for, which obviously, I cover in the videos, which is when you do create your new Google Ad account, Google is going to try and force you to create a campaign from the outset, and it's quite hidden, actually, how to circumvent those default settings by Google. So you definitely don't want to launch a campaign straightaway, because we want to set up all this sort of digital plumbing stuff that I call.

So that's sort of step one, is to create an account on, obviously, Google and on Facebook. Many people already have a Facebook ad account. I find far less people have a Google account. So you can just use your existing Facebook account.



The second real main step I like to do is really to plan, and, you know, planning before execution. So many people like, jump right in and just go, I want to create a campaign and blast it out there. I'm a big fan of planning out because, really, success with retargeting comes down to segmentation. And so to segment people properly, you have to identify how you're going to be defining people, because success with ads is all that ad relevance, and you achieve ad relevance through segmentation.

And that requires a bit of a planning process. It doesn't take that long, but it's really a good idea to get clear on what you want to show people and what offer, who you want to show and what, essentially. So that's sort of step two.

Step three is sort of where we roll up our sleeves a little bit and set up what I call the digital plumbing, right, which is on the Google side of things that's connecting our Google Ad account to analytics, for example. So those two platforms talk nicely to each other. That's connecting our Google Ad account to our YouTube accounts, so that therefore we will be able to do a YouTube retargeting campaign, but also so that we can capture the audience that we already have on YouTube, and perhaps retarget somewhere else on the Google ecosystem. So that's what's called engagement audiences.

On the Facebook side of things, it's connecting our Facebook ad account to our Instagram account, so that we can then run a retargeting campaign on Instagram. And like what I mentioned, on the YouTube side of things, we can create engagement audiences; let's say if you've got a really good Instagram account, you can create an engagement audience and people who've interacted with your Instagram page, to retarget them on their Facebook newsfeed, etc.

So it's setting up all that kind of digital plumbing stuff. The beauty is that you only have to do it once. Once you've set it all up, it's all done, and you never have to fiddle around with all that technical stuff. But I walk people through exactly step by step how to do that. It's really not that hard when you know how.

Step four is actually creating your retargeting lists as per what was step two and your segmentation. When you have a clear idea of how you're defining people, creating the list is actually really easy because you know exactly what you want to do.

Step five is setting up conversion tracking, which is going to be, how we're going to determine if our retargeting campaign is working or not? Once again, you only have to do that once; once you've set it all up, it's set up for life, essentially, so long as no one deletes any codes on your website. And that's going to fuel for later on, when you are running cold traffic campaigns, all your conversion tracking is set up and you'll have the lens to see what's worked and what has not worked, which I believe are both equally important.

Step six is writing your ads as per your segmentation, right. Step six is all about ad relevance. So it's writing the right ad for the right person at the moment that they're in or where they are in your sales funnel. Okay.

And step seven is creating your retargeting campaigns. Now, so once again, I will walk you through step by step. That's basically the process. Did that answer your question?

### **Some interesting discoveries in the process**

**James:** It does. The second part of that is, you know, what things have you found were interesting as you go through the challenge? Have you had troubleshooting required? Have you had people implement things that have surprised you? Because I know sometimes when you roll out campaigns with a bunch of different users, they do things differently or find things you haven't seen before.

**Ilana:** Yeah, interesting. So I've had some people who, their website, they didn't realize fell under a banned category on Google in which they could not do retargeting. So health is an example that you can't do. But you can do retargeting on Facebook for that. And the health, I guess, banner is quite broad on Google. Like, for example, I used to specialize in Google ads for dentists back in the day, and you can't do retargeting for dentists. That falls under the banner of health.

So that's sort of a curveball, that handful of people found. What's another one? Some people when they were creating their ads and their campaign, they got their ads disapproved by Google, because they were missing some certain elements in there. So be it their logo with the banner, and Google kind of flagged it as misrepresentation. So I was sort of helping people how to get their ads approved.

Big source of confusion for people is off the back of the Apple iOS 14 update is having a big, big effect with retargeting audiences, but mainly with the setup of conversion tracking. Facebook have made some massive changes. This is still in the process, at the time of this recording, rolling out. But you need to do a different form of conversion tracking now.

So there's what's called an eight-event conversion of ad limit per domain. So if you're doing retargeting on Facebook, you need to verify your domain through the Facebook Business Manager. So if our listeners are listening to this and they have not done this, I urge you to do this now because you will need to. So you need to verify your domain with Facebook, and they're going to spit out some code that you need to install on your website, and then you are going to have what's called, as I said, the eight-conversion event limit where you need to prioritize in terms of priority, your eight conversions. I mean, that's a maximum, but you don't need eight.

And so I walk people through how to do that. And admittedly, you know, this is largely new to me as well, like, as an advertiser, we're always learning new things. And this is, you know, at this time of this recording, this has just been rolled out, you know. So there are a couple of things that people have found. There's more if you want to.

**James:** I do want, of course, but I just want to point out, I think this is why it's handy, you know, you could probably have a go at doing this just from watching this training. But if you go through the challenge, you get Ilana's help, and that's a huge factor. I think your background, being a data analyst, gives you a real advantage. You see patterns in the numbers that others miss. But also, you're seeing a whole bunch of people setting up accounts, so you know how to navigate this territory like a seasoned professional.

### **More of the curveballs people encounter**

I mean, this is literally what you've chosen to do for a living, which I think is admirable. So what other things have you found?

**Ilana:** Many people get stuck with whether to create their Facebook ad account through the business manager or their personal profile. I personally am a fan of using the business manager, mainly because you could control access to people's ad account much easier. It's better for managing teams. So that's just my personal preference.

Many people have a lot of issues setting up their pixels, etc. So I was helping a lot of people that way, you know, the Facebook side of things can actually get quite confusing. So I can appreciate the difficulties that people had. Some people didn't realize they had two pixels on their website. And so they kind of thought, Well, which one do I use? How do I know which one is picking up the data, etc? So it's a good practice just to have one pixel, obviously, on your website, unless you're sharing your pixel or someone's sharing their pixel with you.

So I mean, it's funny, like I've been doing this for so long. And yet, there's still new questions that people have that I think, oh, okay, someone's got this problem. And so I'm still learning the different curveballs that people have. Some people are using Shopify. And so therefore, with Shopify, there are restrictions in terms of, if you're using Shopify Plus; what you can then load into the backend of your site, and ways to navigate that.

So for example, without Shopify Plus as a standard level of Shopify, you can't install Google Tag Manager. But we could have sort of circumvented that by creating retargeting lists in analytics, and then pushing that into Google ads. There's always sneaky ways to get around things.

**James:** Very sneaky. So have you had any expressions of delight from people going through the course, where they've had a big revelation or they've started getting results that they hadn't seen before?

**Ilana:** Well, actually at the time of this recording, we are on day 14 where people only just yesterday watched their campaign, but I just put together like a training module on the day 14 of how to troubleshoot your underperforming retargeting campaign, because I'm pretty clear with people that it's unlikely you're going to hit it out of the park straight away. That's just part and parcel of paid traffic, you know?

## **How to tweak an underperforming campaign**

And so, I thought maybe we could cover different ways that our listeners could troubleshoot a retargeting campaign if they found it has not worked for them.

**James:** Yes, please.



**Ilana:** Alrighty. Okay, so because I'm a believer in retargeting on the four areas, be it Google search, Display, YouTube and Facebook, I thought we could break it down into those four components. Okay?

So let's start with Google search. Okay, so someone comes to your website, doesn't do what you want them to do, they leave. And then after they left, some time after, be it seven days, 14 days, whatever, they start Google searching the type of product or service that you offer. That's the type of campaign that we're talking about.

If you find it does not work, my suggestion would be to go perhaps broader up the funnel in terms of keyword selection. So rather than choosing a very specific keyword to target, which would be a bottom of funnel type keyword, what you might find is your retargeting audience isn't using that exact phrase, and so you're not getting much traffic. So I would go further up the funnel, perhaps bid on, like, a single keyword that's related to your business, and you might get more traffic that way.

The real starting point that I would look at is what's called your search term report, which is what somebody actually typed into Google that triggered your search ad. This is a treasure trove of information. And you're going to get loads of ideas of A, new keywords and B, negative keywords to add to prevent Google from showing your search ads for things that you don't want. Okay, so that's really the biggie that you have to do, is to look through that search term report.

This is something that, you know, when I ran my agency, we would do daily, but you know, if you've got a small campaign, possibly once a week is all you really need to do. You might find when you log into your search campaign that it says the keyword is below first page bid. So that's the second thing that I look at, is do you need to raise your bids for it, provided you're doing manual cost per click? Okay?

The third component, which you may find is happening, causing you to not have any results, is you're not getting any impressions at all, in which case, you need to increase your bid even more. Okay. Or perhaps no one is even searching for that keyword, you kind of missed the mark, like you bid enough, but yet no one on your audience is searching for that. So you might need to think of some additional keywords to add in.

So they're basically those three main things that I would look at, in trying to turn around your underperforming retargeting search campaign. Any questions about that? Or should I keep going?

**James:** No, keep going, please.

## When a Google Display campaign doesn't work

**Ilana:** Okay, so the next component is Display. If you've launched a Google Display campaign for your retargeting audience, and it's not working, the first thing I would look at is, are you getting any impressions? If you're not getting any impressions, it could be a bid issue, you need to bid a little bit higher, in which case, I would change that. And if you're still not getting impressions, possibly, you need to choose a larger audience size.

So when I help people creating retargeting lists, we actually create many different audiences of many different sizes, so we've got that at our disposal. And I always like to create an audience of 540 days on Google, at least. So I've got, like, that master list just if and when I ever want to use it. Okay? So I would increase the bids, and possibly look to increase or change the audience you're selecting to be of a larger size. Okay?

If you're getting clicks, but they're not converting, so you're getting impressions, people are clicking on your ad, but they're not doing what you want them to, I'd say there's probably a problem with your landing page or your offer. Well, maybe not your offer, because they're clicking on it. So what is going on when they get to your website?

I'd have a look in your analytics, I'd have a look at the bounce rate, I'd have a look at, are they looking at more than one page on your site? You've kind of got to either install heat mapping software on your website to see what they're doing when they come. Are they actually reading the page, are they tempted by the offer? So that's what I would look at to fix that problem.

And the third aspect as well is, like what we talked about on the keyword side of things where we add negative keywords, I'd also add negative placements to remove some junk placements as well, because your ads are going to show up in lots of places. It's kind of like playing whack-a-mole. I say to people, you're just sort of getting rid of junk placements. And once again, if you've got a small retargeting campaign, you could probably just do this once a week quite easily.

And you could also try changing your offer as well.

**James:** That's when we hear the most about it. As you mentioned, when you first start these things, you're going to go a bit broad and then you're going to prune back and cut the waste and then it turns good. Of course, having someone like you helping is great.

## What you get with Ilana's challenge

Whereabouts is that challenge? It's at [teachtraffic.com/challenge](https://teachtraffic.com/challenge). It's \$10. That's not a mistake. Just 10 bucks.

**Ilana:** One time thing.

**James:** Yup. Awesome. Okay, now for that, you get to keep the training modules, and you'll have access to support during the challenge. Is that right?

**Ilana:** That's right. Yup. So you'll have access to ask me any questions in the threads. Start a new thread if you like, but yeah, obviously at the end of the challenge, access to the ability to ask me questions is removed, but you do get access to the recordings of it. So you will have access to the content part.

**James:** Right. If you like talking to Ilana and you want to continue on, you can join [TeachTraffic](https://teachtraffic.com), which is obviously, I'm guessing that's why you set up this challenge is a nice way for you to find great customers who are doing the work, have a good offer, see a huge return on investment, and want to just keep going further.

Can you talk to me, just on that, what sort of more mature TeachTraffic customers have you seen go through and get results, just to give us a picture of what that might look like?

**Ilana:** I think the beauty of starting with this challenge is that if you can get a good return on investment from your retargeting campaign, it's a great place to start buying cold traffic, so that you then just add more people into your existing retargeting campaigns that you've built.

**James:** Because you've got a back end to collect it all up. You're one step towards that self liquidating offer.

**Ilana:** That's exactly right. Yeah. Cool. So let's continue. YouTube retargeting campaign...

**James:** Hang on a minute.

**Ilana:** Oh, sorry.

## The kinds of TeachTraffic members who do well

**James:** Tell me about a TeachTraffic customer, just a sample of someone going well in the main membership.

**Ilana:** Oh, okay. So usually, there's kind of two, maybe three types of, I guess, people who do really well. The first people, who sell information, like, seem to attract people who teach guitar for some reason.

**James:** Do you play guitar?

**Ilana:** No, I don't.

**James:** I don't either, and I've got all these musicians in my membership. So it's funny.

**Ilana:** Maybe it's COVID. You know, everyone's decided to learn an instrument and all these businesses that teach musical instruments are just blowing up, in a good way that is. So I know a lot about promoting music education businesses. If only I knew how to play an instrument, I could do it myself, but I don't.

So yeah, ecommerce store is also an obvious one. And people who sell high-ticket offers where there's a huge return on investment. You know, they're not selling something for \$10, basically.

**James:** So anything expensive.

**Ilana:** Pretty much. Yeah, exactly. But you know, like, having said that, that's actually what I find so fascinating, and what I love about doing this type of work, is all the weird and wonderful industries that I get exposed to that, you know, like, we often dine out on the dinner table and, check out this business I came across, who would have thought there'd be a market for that, you know? But there is.

**James:** Yeah. I feel like my coaching business is an exotic zoo. I've got the most weird and wonderful animals in it. They're fascinating. So tell me, continue on then, I think you're on to YouTube next.

## The YouTube element - challenging but worth it

**Ilana:** Yeah. Okay, so that's sort of the third component of your holistic retargeting campaign, is launching a retargeting ad on YouTube. And I have to admit, like, this is probably the one that people get stuck with the most, because there is that hurdle of creating a really good YouTube ad. But the rewards are great if you can get it to work.

So once again, if you're finding that you've launched it, and your ad is not getting any impressions, it might be a bid issue, in which case, you've got to bid more or you've got to change your audience size, perhaps you've refined it too tightly. If you find it's not converting, so people are clicking on your YouTube ad, which is great, because that's definitely hurdle number one, but they're not converting, I will try some kind of different offer.

It's funny, actually, I've got a member in TeachTraffic who is in the music education space. This is outside of the challenge, but we were running Facebook ads, or I was helping him run Facebook ads successfully. And then we launched that same offer on YouTube ads. And that same offer did not convert, which was really interesting.





So what we did was we just put a free offer in front of that same Facebook offer, and then that ended up converting. So it often is sometimes tweaking the offer to suit the platform, because every platform is quite unique. So yeah, if you're finding you're getting clicks, and they're not converting, I would try some kind of different offer, or what I would have, really, once again, a good look at your landing page as well. Yeah.

And also, like the display, I would look at your placement report to see where your YouTube ads are being shown. The big one that you want to look for is, are your retargeting ads being shown on kids' channels, because you pay for a view, right? So perhaps, you know, a parent was doing some research, they left and then their kid's on their computer watching Peppa Pig for example, and your ad just keeps coming up on all these kids' YouTube channels, you want to exclude those YouTube channels, and we've got over 2000 YouTube channels that as a default, we just upload into every campaign to exclude.

**James:** There's the \$10 value right there.

**Ilana:** Exactly, because you'll easily spend more than \$10 excluding kids' channels over time. So yeah, that's what I would look at for an underperforming YouTube retargeting campaign.

**James:** Alright, is there anything else?

**Ilana:** That's probably enough on the YouTube side of things. I would definitely split test two or three different types of ads of different links as well. You know, [Tom Breeze](#), a mutual friend of ours, he's amazing at YouTube ads, he sort of openly said his ideal YouTube ad links for the video is two minutes, 20. I don't know, he probably would have split tested this a lot. But you know, personally I've got a one-minute video that converts really well as well. So it really depends, you know.



"You don't want to bombard people  
over and over with the same ad."

-ILANA WECHSLER-



On the Facebook side of things, so this is the last one, what you want to look at is, firstly, the big one is the frequency metric. You know, people are on social media a lot. So you don't want to bombard people over and over with the same ad. So watch that frequency metric. If you find it's not converting, I would change either your offer or your creative. Make sure you split test image versus video.

I've had so many people who spent a fortune on Facebook ads even in cold traffic and have never even tried a video ad, which astounds me, because video ads are incredibly successful. And if you find it's just not profitable, perhaps you need to refine some of your demographics. Find the male, female in certain age brackets which are least likely to convert, and exclude them from your retargeting campaign to sort of cull the waste and just double down on the winners.

I think that's probably enough info for people.

## Wrapping things up

**James:** If you're still listening now, then you're definitely interested in this stuff. If you're like me, and you start glazing over a bit thinking, right, make sure, I send my person running ads to this training, so they can do the challenge and make sure they apply all of this stuff to my account. That's probably something that's going on right now, because you're either in the camp where you do it yourself, or you get someone to do it.

If you get someone to do it, send them to this training, send them to this episode, 819, and say, make sure you pay attention and you're doing all these things to my account. And if you're not, take the challenge and plug into the source. I know you train a lot of people who actually work in agencies who are serving end users, and that's clever of them to hook into this platform as well.

So thanks for everything you do, Ilana. You've provided some really good intel here that you're not going to figure out unless you spend a lot of time, a lot of money, learning this stuff, and you really have to be interested in it as well. Clearly.

So [teachtraffic.com/challenge](https://teachtraffic.com/challenge), it's \$10. I'm a huge fan of Ilana's. I've been involved helping her grow her business for a long time now because she's the real deal. And I think really the big feature is you're going to be able to tap into multiple platforms instead of just learning from one platform, and that's the big advantage of this program.

So thanks for coming along and sharing. We'll get you back. I'm sure we're going to get questions as well. And congratulations on setting up such an amazing challenge where people are enjoying it, and upgrading and looks like a real winner.

**Ilana:** Thank you so much. And thanks for having me on your show. It's always a pleasure to come on.

**James:** Awesome. There we go. We'll put this up at 819. We'll put a full transcription in case you want to review some of that content-rich episode, and it'll be available at SuperFastBusiness.com.



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