



Top Ten Tips for Remarketing

1. Do remarketing on both Facebook and Google.

We live in a multi-platform and multi-device world, so it only makes sense to be present on both platforms. This will give you coverage of the sites that most people visit. Instagram will also be covered under Facebook, and YouTube under Google. Facebook and Google each have their own tracking code - you will need both on your website in order to remarket on both.

2. Make sure you plan your strategy.

You want to have a clear idea of who you're showing what in your remarketing ads. This will need you to plan out your sales funnel so that you can show the right people the right things. A paper and pen will be useful tools.

3. Be sure you segment people.

You can consider this an extension of your planning, where you segment people to ensure they get shown appropriate material. You might segment based on the broad categories of your website or business.

4. Exclude people.

When running your remarketing campaigns, make sure that people who have already bought from you are not shown your ads. An exception might be to purposely show customers ads of things they bought in order to elicit positive comments or testimonials about the products, then turn the ads off.

5. Set up appropriate tracking.

You must have tracking to see which of your ads or offers are working, and which aren't. It adds an extra step to setting up your campaign, but it's very worthwhile.

6. Build engagement audiences.

Engagement audiences have engaged with your business or brand on social media but haven't been to your website. Where normally people would have to have come to your asset for you to remarket to them, with engagement audiences you can remarket to people who have liked your Facebook post or watched a video of yours on YouTube or Facebook. The catch is that you can only remarket to them on that platform.

7. Rotate your creatives.

You don't want to show people the same ad over and over again. Because your audiences are small and because of the entertainment element of platforms such as Facebook, you want to keep your material fresh.



8. Write good, engaging copy.

Just because your audience has already shown interest in your product doesn't mean you can get away with boring copy. Take the opportunity to reengage with prospects. Liven up your copy with stories and encourage sharing of your material.

9. Combine your ads with your email marketing.

This applies especially in social media. You can use ads to get people on your database, and then combine ads with email marketing to remarket your products. When done well, people will comment, tag their friends and share the offer you're running.

10. Create Google Analytics audiences.

This is basically using Google Analytics behavior to create a subset of your remarketing list that you can show an ad to. An example would be to identify people who have bounced from your website and remove them from your list so that you're only remarketing to interested prospects.

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