

Scaling Bootcamp

Retargeting

Hello!



I am **Samantha Melhorn**

I'm here because I love Facebook Advertising.

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What is Retargeting?

Hmm... good question.

“Retargeting converts window-shoppers into buyers.”

“

Retargeting...

- Retargeting is one of the most effective, most under-utilized marketing strategies
- Allows you to have a second chance with the potential prospects
- Less expensive than targeting cold traffic

How to Retarget...

- Target website users with a new offer
- Target those that bounced from the opt-in with the same offer
- Create an “omni-presence” using multiple channels
- Increase your show-up rates to events
- Re-engage opt-outs

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Retargeting Site Traffic

How to use your website traffic

- Pixel is silently building you an audience
- “Warm” leads
- Less expensive (average of \$10-\$15 dollars cheaper per lead)

Ad Set Name	⚠ Delivery ▲	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent
American Association for Cancer Research	● Active Initial learning comple	1 Requested...	4,985	7,735	\$234.76 Per Reques...	\$40.00 Daily	\$234.76
Web Traffic	● Active Initial learning comple	8 Requested...	6,334	11,074	\$29.43 Per Reques...	\$40.00 Daily	\$235.42

8 @ \$29.43 vs. 1 @ \$234.76



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Retargeting Landing Page Traffic

Retargeting

LS Mastery

Retarget with the same offer

- Show ads to those that landed on your page, but didn't opt-in
- Catch buyers who weren't ready the first time
- Use urgency & scarcity to encourage your prospect to act soon

Ex. [Offer ends 3/7/18]

Only 3 days left!

Only 100 spots available



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Your kit includes: A COMPLETE 12-Month Marketing Plan. This plan will take all the guesswork out of marketing by mapping out EXACTLY what campaigns to send and WHEN...and all the templates are INCLUDED;...

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1 Like 1 Share



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Retargeting On Multiple Channels

Retargeting

LS Mastery

Retarget with the same offer

- Creates an omni-presence (Baader-Meinhof Phenomenon)
- Brand gains traction and recognition
- Increases the likelihood of your prospect taking action

Let's walk through an example...

Joe is on his computer and sees an ad for this video...

He clicks it, but they want his email address to watch it.

He thinks, "eh... not now." And exits the page.



The image shows a Facebook post from Life Credit Company, a sponsored advertisement. The post features a video thumbnail showing three men in a clinical setting. The text of the ad reads: "PBS News reveals how cancer patients received a lump sum of cash in 24 hours or less." Below this, there is a link: "Watch now: Tinyurl.com/yd2h7gam". The video title is "Watch Now: Cancer Patients Receive Tax-Free Cash" and the website "GET.HELPPFORCANCERPATIENTS.ORG" is listed. The post has 104 reactions, 44 comments, and 102 shares. At the bottom, there are buttons for "Like", "Comment", and "Share".



A few days later on Joe's on the couch, doing a little web surfing and what do you know...

There's that video he saw.

But he's on his phone right now so it might be hard to watch... maybe later.

 **Life Credit Company**
Sponsored ·   

PBS News reveals how cancer patients received a lump sum of cash in 24 hours or less.

 Watch now: [Tinyurl.com/yd2h7gam](https://tinyurl.com/yd2h7gam)



get.helpforcancerpatients.org
Watch Now: Cancer Patients Receive Tax-Fre... WATCH MORE

   Life Credit Company, Jean Lowe Titus and 102 others

55 Comments 102 Shares

 Like |  Comment |  Share



Now, it's Monday morning and Joe's back at work.

Before he jumps in to crank out through his email, he decides to catch up on the news.

And there.. At the bottom of a trusted article is that video.



Watch Now: Cancer Patients Receive Tax...
get.helpforcancerpatients.org

PBS News reveals how cancer patients received a lump sum of cash in 24 hours or less.  ...



Joe's problem is still on the top of his mind... and now, so is your brand.

You've addressed his problem...

Your name has popped up enough times that he recognizes it...

Your article appears at the bottom of publication he trusts...

The right time + the right place = opt-in.



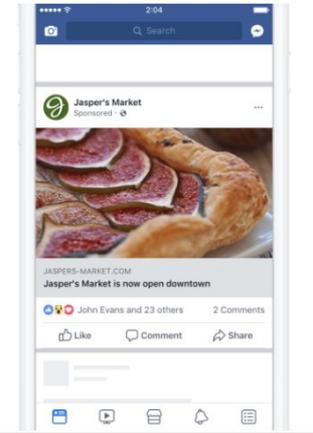
And the best part is, Facebook will distribute it for you!

Simply check the places you want to use during your ad set-up.

TIP: Set-up Instagram ads & Messenger ads differently

Platforms

▼ Facebook	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input type="checkbox"/>
▼ Instagram	<input type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input type="checkbox"/>
▼ Audience Network	<input checked="" type="checkbox"/>
Native, Banner and Interstitial	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Rewarded Videos	<input checked="" type="checkbox"/>
▼ Messenger	<input type="checkbox"/>
Home	<input type="checkbox"/>
Sponsored Messages	<input type="checkbox"/>



View Media Requirement

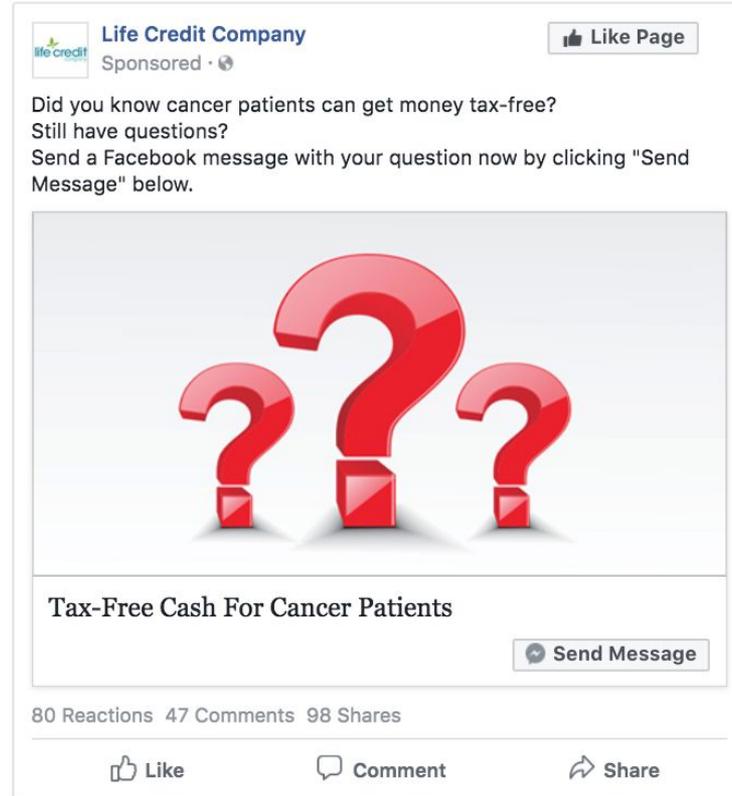


Using Messenger

- A conversation is the new lead...
- People want to business with people, not businesses, which means it's more important than ever to engage with one-on-one interactions.
- Messenger allows you to that.

Quick Messenger Example...

- Target those that opted in but didn't buy to engage in a sales conversation
- Target those that landed on the page but didn't take action with the chance to ask questions



The image shows a Facebook post from Life Credit Company, which is a sponsored advertisement. The post includes a 'Like Page' button, a question about tax-free cash for cancer patients, and a 'Send Message' button. The main content of the post is a large red question mark graphic.

Life Credit Company
Sponsored · 🌐

Like Page

Did you know cancer patients can get money tax-free?
Still have questions?
Send a Facebook message with your question now by clicking "Send Message" below.



Tax-Free Cash For Cancer Patients

Send Message

80 Reactions 47 Comments 98 Shares

Like Comment Share



Quick Messenger Example...

Would you like one of our care counselors to call you with more information on how much money is available for you?

Shirley Howell replied to an ad. This is the last ad you published.



Hi there!
Do you still have questions about how much tax-free cash is available for you?

 No Thanks

Okay no problem. If you ever need us, you can reach us at (855) 528-4994. We wish you all the best.



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Retargeting Opt-ins

Increase Your Show Up Rate

- Works well for webinars, seminars or events
- Beneficial if you're selling on your webinar and you want to make sure that as many people show up as possible
- Countdown ads (3 days left... 2 days left... 1 day left...)

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Re-engage Opt-Outs

Win Back Their Love...

- Secret, super-effective method to win-back prospects
- Upload your list of “unsubscribers” into Facebook and target them with a new opt-in
- People unsubscribe for many reasons
- They’re already warm, they’re already familiar
= less expensive lead

This week's homework

Review Retargeting Checklist ->
<http://bit.ly/scaling-bootcamp-4>

Next week: How to Extend Your Ad Reach with
LinkedIn





Thanks!

Any **questions** ?

You can find us In the LS Mastery Group

- ◉ ismastery@linkedselling.com