

Retargeting ad

Five Dollar Posts Transcript Bonus By Rachel Rofé

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Okay now we're going to talk about Retargeting Ad Strategy. So it's not just enough to have one retargeting ad for everyone who visits your site, you wanna be strategic about it because someone who visits your checkout page and abandons the shopping cart, doesn't actually go through the purchase, you may want to give a different ad to than someone who just comes to your home page or just comes to a content page. So you wanna separate and you can retarget people based on separate pages on your site, and I'll show you exactly how to do that, but it's a really powerful strategy to know how to do it, and it can squeeze that extra amount of profit needed to make a campaign successful, for sure.

So, that being said, these are different types of ads, you might need different ads. So if someone comes to a content page, you might want to retarget them with an ad leading back to your squeeze page or leading back to your registration page, or leading back to a page where you want them to buy something from. You know, you wouldn't want to lead them back to another content page, because now you're advertising to them, you wanna send them to a page where you get them in your funnel. So that's a basic ad for someone coming into a content page. So the ad could be like, "If you like this content, get your free e-book sharing even more tips about that content," or something like that.

Someone that comes to an Opt-in page or a registration page might get a different ad, as well. So if they landed on that page but they didn't actually opt-in, didn't land on your 'Thank you' page or confirmation page that they would land on after they opt-in, or your OTO page, if

they didn't opt-in, basically you wanna say something like, "Hey! You didn't get your freebie. What happened? Come back and opt-in. Come back and get the freebie that you were gonna get." You wanna remind them like why they should go through with the process and get the freebie, so that's a separate ad for a separate page you could run.

Someone that visits your Sales page, maybe you wanna offer them a coupon. "Hey, this is on sale now! Come back and get this..." or maybe you wanna offer them a similar product or a different option like, "Hey, you saw the red version of this? Did you see the blue version?", "You saw the lite version, did you see the premium version?" Maybe you offer them a different option to come back and see something else on that sales page. "You saw this product, here's what our customers are saying about it." Maybe you send them to a page where there's customer reviews that they can see. So these are some of the things you can do with someone who visits your sales page, the type of ad that you would retarget to them.

Someone that visits your checkout page and abandons the cart, maybe you wanna remind them to come back and checkout. "Hey you didn't complete your order, come back and get the product that you wanted." Someone that lands on a 'Thank you' or order confirmed page, maybe you wanna send an ad promoting an additional product or promoting an upsell. You know, send them back to an upsell page. Right?

Someone that gets retargeted just because they viewed your video on Facebook. That's a thing...you could retarget people just by them viewing your video which I'm gonna be showing when I get to the actual Facebook ad setup, I think it's the next week's lesson, but very powerful. People could watch your video, you could retarget them and maybe say, "Hey, thanks for watching the video! Why don't you get this free offer? Come to my squeeze page and get this." Obviously you don't say that but you wanna send them to your opt-in page or get them into your funnel or send them to a page where they could buy something,

send them to your sales page. "You know, now that you watched this video, or watched part two of this video, go here". Something like that, where you get their opt-in, get their email for watching the second part of the video. Things like that, so you just wanna keep in mind that the different retargeting ads that you run can be based on the different pages where these folks have landed on. You could run an ad saying, "I want to run this ad to people who landed on this page, and exclude people who landed on this other page." And I'm gonna show you how to do that right now.

So once you have the retargeting pixels on your site, and all the pages of your site, you can come here and create an audience, create a new audience, custom audience, and you wanna base that on website traffic, so anybody within 180 days. So maybe you wanna say anyone who visits a specific webpage, but not others. So I wanna say anyone who visits...so if I wanna create an ad for people who didn't check out, who visited the checkout page but didn't actually check out and abandoned the shopping cart, left the site without actually paying after going to the checkout page, I would say, "I wanna include people who went to the checkout page, but I wanna exclude people who went to the checkout page but actually landed on the 'Thank-you' page or the order confirmed page."

So it might be something like: `whateveryoursiteis/orderconfirmed`, right? So what that does is, anyone who lands on your checkout page but doesn't actually checkout...you know, if they checked out, they would've landed on the order confirmed page. So whatever page that they land on after they checkout, you would put here in this box, and whatever the checkout page here, the URL for the checkout page you would put in that box.

So it's telling it, "I wanna run an ad to retarget those folks who land on the checkout page but don't actually make it to the order confirmed page," and I can include past web traffic. I click "Create the audience"

and then from there, you guys already know when you go to your ads manager, you can create an ad, I'll show you. Well actually, we can do it right from here! You can choose any of these audiences, and you can create an ad. Assuming we made that a new audience, you choose any of those audiences and you just create an ad, and it'll run it right to that particular audience.

So that's the way you set that up. That's how you set up your retargeting. As I said, keep in mind that different pages get retargeted with different ads. And you can set up an ad, so you set up that custom audience to retarget by separate pages, set up a new custom audience for each one, and then you run separate ads to each of those custom audiences, and that's how you set up your retargeting strategically.