

FACEBOOK

RETARGETING SECRETS



CHECKLIST

- Facebook remarketing/retargeting is remarketing to the same audience
 - Also called Facebook Custom Audiences
 - Also called retargeting
- This lets you show ads to people who:
 - Already visited your site
 - Signed up to your mailing list
 - Made a purchase in the past
 - Registered to your site
 - Etc
- This typically uses cookies
 - These are files that get saved on the computer through the browser
- In Facebook Customer Lists this could be a mailing list
 - Here, Facebook matches contact details with its members
- Facebook remarketing works extremely well
- Facebook remarketing is highly targeted – reaching people who show an interest in your products
- Facebook remarketing also allows you to target people at different times
 - Or to provide special offers

- ❑ Facebook remarketing lets you remind people about products they have forgotten
- ❑ It can be used to strengthen engagement
 - By reminding people of your brand where they go
 - By increasing brand visibility and familiarity
- ❑ To create a Facebook remarketing ad you need a pixel
 - Pixels are snippets of code that place cookies
- ❑ You can create these through the Facebook Ad Manager
 - Then copy and paste the code onto your web pages
- ❑ You can make as many as you want, for different 'actions'
- ❑ Actions can include (but are not limited to):
 - Buying products
 - Signing up to mailing lists
 - Registering an account
 - Adding payment details
 - Landing on the page
 - Landing on specific pages
 - Looking at specific products
 - Taking an action in an app
 - Etc.
- ❑ You must name your pixel to be easily identified
- ❑ Then create a custom audience
- ❑ You can then use the pixel to define the custom audience

- ☐ To create a facebook ad, go to your manager, click 'Create an Ad'
- ☐ Choose the type of ad you want to create:
 - Photo ads
 - Video ads
 - Carousel ads
 - Slideshow ads
 - Collection ads
 - Instant experience ads
 - Lead ads
 - Messenger ads
- ☐ Choose the platforms you want to show on
- ☐ Times you want to display
- ☐ Devices and operating systems you want to support
- ☐ Set your 'daily budget'
- ☐ Set your CPC
 - CPC is Cost Per Click – most you are willing to pay per click
- ☐ Write your text
- ☐ Upload your image
- ☐ The best ads area highly targeted
- ☐ Design for your buyer persona

- ☐ The aim is not to get as many clicks as possible, but to get clicks from the right people
- ☐ The aim is that these people will 'convert' on your website
- ☐ Choose your budget based on your CLV – Customer Lifetime Value
- ☐ How much is your customer worth to you?
- ☐ Consider:
 - Profit per sale
 - Number of sales per 100 visitors
 - Number of visitors
 - Number of repeat buyers/purchases in the future
- ☐ Play with the numbers – aim to increase conversion rate, consider price
- ☐ Smaller niches are easier to compete in
- ☐ Think about the text and images you use
- ☐ Watch your Facebook Ad Manager to see the stats and performance
- ☐ Keep trying!