

Facebook Remarketing Advertising - Targeting and Getting Started



AAVIP CONFERENCE MAY 2015



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Facebook = A Huge Topic!



1. Why advertise?
2. Why Remarketing?
3. Steps to Remarketing
4. A Remarketing Strategy Example
5. Best Practices



Presentation will be available!



1. Why Advertise? & Why Facebook?



- **Worldwide** - Facebook has 1.3 billion (with a b!) users – your customers are there too
- 64% visit (700 million) every day

- **Australia** – 12 million users
- 65% visit every day
- 50% check Facebook in the morning – **before they get out of bed!**
- Average session is 22 minutes



1. Why Advertise / Why Paid Ads?



- Posting only reaches about 2-4% organically – although it is possible to get more with effort
- Many successful online businesses use Facebook ads
- Facebook is now “pay to play”

A Facebook Spokesman confirmed that the overall organic reach of Facebook posts is in slow decline –

“Were getting to a place where because more people are sharing more things, the best way to get your stuff seen if you’re a business is to pay for it,” he said.

AdAge 12/5/13



2. Why Remarketing? What is it?



Remarketing is a clever way to connect with visitors to your website who may not have made an immediate purchase or enquiry. It allows you to position targeted ads in front of a defined audience that had previously visited your website - as they browse elsewhere around the internet.

Facebook Remarketing is connecting to visitors who have taken a particular action (either on or off Facebook) by showing them highly targeted ads **on Facebook**



2. Why Remarketing?



- 1% to 2% of people buy in the first visit. What about the other 98%?
- Squeeze pages can grab some leads, so you may target around 30% to 40% of those people by email marketing.
- You are still **wasting more than half of your visitors.**

A lot more people buy
after having several contacts with your offer,
so it just makes good sense to use remarketing
as part of your business model.



2. Why Remarketing? Benefits 1/3



1. Intent to Purchase
2. Brand Exposure
 - message recall
3. Improve Conversion Rate
 - customer already primed



2. Why Remarketing? Benefits 1/3



- 1. Intent to Purchase :** Facebook remarketing improves your efficiency. It narrows down your customer base and targets only those people who are searching for the products and services you offer.
- 2. Brand Exposure:** Displaying an ad on Facebook helps recall a message viewed on your website. The more potential customers are exposed to your brand the more they will be likely to buy from you.
- 3. Improve Conversion Rate:** Drive your visitors and involve them in a conversion process before a sale happens. You can also target the visitors who looked for free services from you and filled out a form to download content from your website. With these remarketing campaigns you can increase conversions and improve the sales process of your online or offline business.



2. Why Remarketing? Benefits 2/3



4. Reduce loss
 - cart abandoned 65%+
5. Improve the Relevance of your ads
6. Cost Effective
 - decreased CPC



2. Why Remarketing? Benefits 2/3



- 4. Reduce loss:** Allows your brand to re-engage your past visitors who are no longer available on your website. Those customers will have more potential than the first time visitors, and they will convert with less effort.
- 5. Improve the Relevance of your ads :** The ability to deliver ads according to your potential customer's behaviour, actions and interest. You can segment your visitors according to interest and advertise to them with highly targeted advertisement.
- 6. Cost Effective:** You only need to pay when your customers click on your advertisement. Your CPC is less because your customers already know about your business and are familiar with your product and services.



2. Why Remarketing? Benefits 3/3



7. Motivate Future Sales
8. Bring your customers back
 - retarget previous customers
9. Audience Targeting
 - specific group of audience with a specific message



2. Why Remarketing? Benefits 3/3



7. **Motivate Future Sales:** If your business offers various types of products to its customers and you know their buying behavior, then you can offer them additional products and services. A specific Facebook advertisement shows you understand their needs.
8. **Bring your customers back:** Re-engage with previous customers with new and special offers. Show that the offer provided is only for them and available for a limited time period. This will encourage them to purchase from your brand.
9. **Audience Targeting:** Your ability to target a specific group of audience with a specific message is more powerful than targeting all audiences. You can use Facebook custom audiences to communicate with a group or custom audience with text or display advertisement.



Who has seen this in action?



Who is
remarketing
stalking you?!



3. Steps to Remarketing



- a. Define your Goal (what to Advertise)
- b. Define who you are targeting
- c. Define the steps in your sales process
- d. Prepare all marketing materials
 - Images, ad copy, lead or landing pages, downloads etc etc
- e. Prepare and install the tracking system (pixels)
- f. Launch the ad campaign
- g. Track your results and optimise your steps



a. Define your Goal (what to Advertise)



- What do you want to accomplish with your ad?
 - ✓ Call you
 - ✓ Register for a Webinar
 - ✓ Register for an event
 - ✓ Buy a product or upsell
 - ✓ Visit an online store (eg. shopping cart abandon)
 - ✓ Redeem offers



b. Define who are you targeting? 1/2



Define your market

- Find a specific group of people you can help
 - Those you love to work with
 - Those you want what you offer, in the way you want to offer it
- Find out as much as you possibly can about these people!
- Once you define this specifically your business will be easier to market as you'll be able to identify
 - ✓ Where to market it
 - ✓ How to communicate
 - ✓ How to connect and Build rapport



b. Define who are you targeting? 2/2



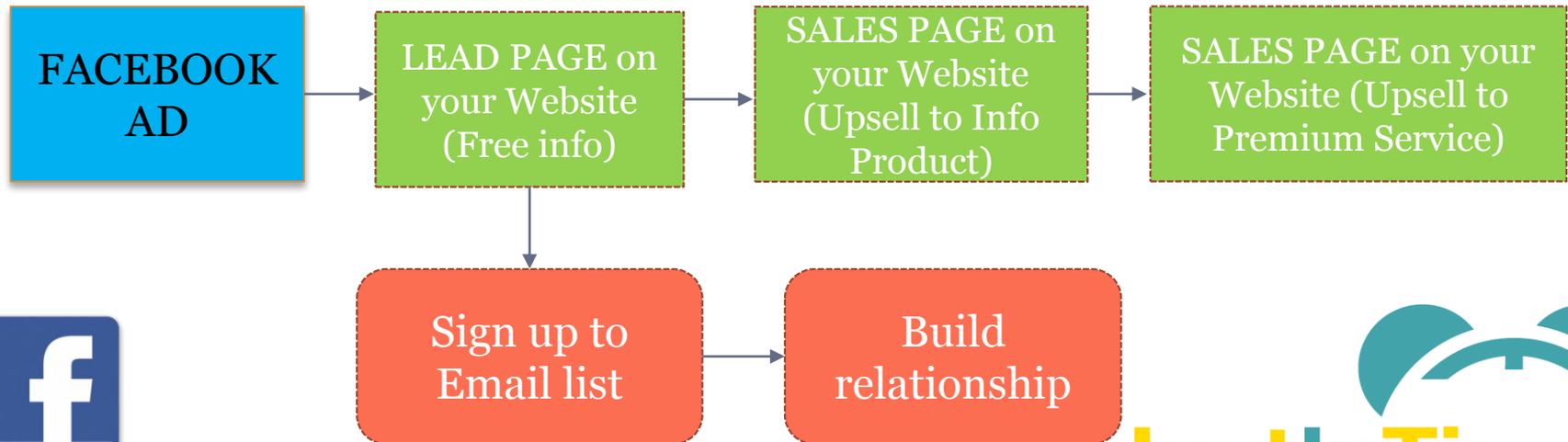
- Potential clients
 - Visitors to your website
 - People who already like your Facebook page
 - People on your current email list
 - People with Specific interests on Facebook
 - People with specific behaviours on Facebook (eg purchase behaviours)
 - People similar to any of the above
- Also target
 - People in the areas **where you want to do business**
 - People based on demographics such as age, gender, education and more
 - Ads to appeal to new graduates, people who've just got engaged, or Mums or Dads



c. Define the steps in your sales process



- Understand your GOAL and Sales Process – clearly write out which path you'd like your clients to move through and ensure all the steps are in place
 - Lead or Sales pages
 - Specific web pages on services or product



d. Prepare all marketing materials



- This is an example list of what you may need
 - Landing page with a Call-to-Action
 - Thank you page – after they've taken action
 - Facebook ads that send people to the landing page
 - Two more Facebook ads – image or video ads
 - ✓ One if they do take action
 - ✓ One if they don't



e. Prepare and install the tracking system (pixels)



- Tricky!
1. Create a tracking pixel in Facebook – (NB – you only get 1 pixel per account! Even with multiple businesses)
 2. Decide on your audiences (you need 20 per audience)
 3. Create rules in Facebook for which ads to show to which audiences
 4. Paste the tracking pixel onto each page of your website



f. Launch the Ad Campaign



1. Prepare your Facebook ad campaign and run Facebook ads to your landing page
2. Go through the process yourself to ensure all steps are working
3. Check that the ad is being displayed once launched
4. 24 hours later - begin tracking and optimising the ad



g. Track and Optimise



Measure and refine

1. The number of Facebook ad to landing page views
2. Number of conversions (eg sales of info product or tripwire, registrations for webinar, opt-ins for free report)
3. Costs per conversion – this may reduce as the remarketing process begins



4. A Remarketing Strategy Example – Selling an Info Product



1. Put a tiny piece of tracking code (pixel) on your sales (landing) page
2. If the visitor is logged into Facebook, the pixel immediately tags them with a unique code
3. If they leave without buying, Facebook shows them an ad you've created, which says <>

Get Advanced...

1. If your visitor clicks on the “Buy Now” button before they leave OR starts filling in their information but does not finish
2. A Pixel on your order form will trigger a different ad on Facebook which says <>



5. Current Best Practices



1. Write appealing copy
 - a. Gets attention
 - b. Offers **BENEFITS** rather than features
 - c. Gets to the point quickly
 - d. It is clear what to click in the ad or do next

2. Targets your Ideal client - customer
 - a. Demographics
 - b. Interests
 - c. Direct to their Newsfeed

3. Use Power Editor
 - a. Browser based Facebook Ads tool – only available in Google Chrome
 - b. More options to create more effective ads, quicker
 - c. Can create multiple versions of the same campaign

4. Measure results and Continue to grow



Recap - Facebook = A Huge Topic!



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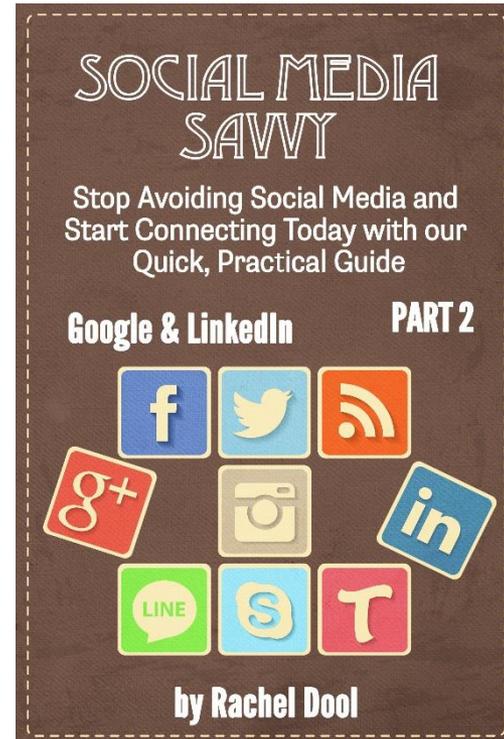


Questions?



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