



# Facebook Remarketing Made Easy

Special Free Report

Skyrocket Your Business Success  
with our Latest Facebook  
Remarketing Strategies



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# Limited Special Offer for You: Facebook Remarketing Made Easy

(Training Guide)



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# Table of Contents

<a href="#"><u>Introduction</u></a>	4
<a href="#"><u>Chapter I: What is Facebook Remarketing?</u></a>	6
<a href="#"><u>Chapter II: Why Facebook Remarketing?</u></a>	9
<a href="#"><u>Chapter III: Are Businesses using Facebook Remarketing?</u></a>	13
<a href="#"><u>Chapter IV: How to do Facebook Remarketing the Right Way</u></a>	
<a href="#"><u>Step 1: Creating the Custom Audience</u></a>	
<a href="#"><u>Strategy #1: Data File Custom Audience</u></a>	
<a href="#"><u>Strategy #2: MailChimp Custom Audience</u></a>	
<a href="#"><u>Strategy #3: Custom Audience from your Mobile App</u></a>	
<a href="#"><u>Strategy #4: Custom Audience from your Website</u></a>	
<a href="#"><u>Strategy #5: Lookalike Audiences</u></a>	
<a href="#"><u>Step 2: Creating the Ads</u></a>	
<a href="#"><u>Step 3: Tracking and Optimizing</u></a>	
<a href="#"><u>Chapter V: Facebook Remarketing Power Tools</u></a>	15
<a href="#"><u>Chapter VI: Highly Effective Facebook Remarketing Tips</u></a>	17
<a href="#"><u>Chapter VII: Shocking Facebook Remarketing Case Studies</u></a>	19
<a href="#"><u>Chapter VIII: Facebook Remarketing Dos and Don'ts</u></a>	22
<a href="#"><u>Conclusion</u></a>	29
<a href="#"><u>Facebook Remarketing Resources</u></a>	30
<a href="#"><u>Limited Special Offer (for the next 7 days only)</u></a>	31



# Introduction:

Welcome to the latest and most effective Facebook Remarketing Training Guide, designed to take you by the hand and walk you through the process of getting the most out of Facebook Remarketing on behalf of your business. I'm so excited to have you here, and I know this will be very helpful for you.

This excellent and exclusive Training Guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to dominate Facebook Remarketing the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn from this Training Guide:

**In Chapter I** you will learn what Facebook Remarketing is all about; we will give you the easiest definition for it, as well as how it is generally used for businesses.

**In Chapter II** you will learn why Facebook Remarketing is such a powerful marketing approach to help you take the productivity of any business to any level you want.

You will learn about the amazing benefits Facebook Remarketing can bring to your own business or any other business, and we will even show you up to 10 shocking facts that will open your eyes to the immense power of Facebook Remarketing today.

**In Chapter III** you will see how important businesses are using Facebook Remarketing in their marketing efforts, so that way you can have complete confidence in this powerful marketing strategy for your own business success story.



**In Chapter IV** you will learn how to do Facebook Remarketing the right way from start to finish. We will cover topics like Data File Custom Audience, MailChimp Custom Audience, Custom Audience from your Mobile App, Custom Audience from your Website and Lookalike Audiences.

**In Chapter V** you will learn about some really nice Facebook Remarketing power tools: highly effective tools that have been created to make Facebook Remarketing amazingly simple for you, even if you haven't tried Facebook Remarketing in the past.

**In Chapter VI** you will learn about several highly effective Facebook Remarketing Tips that you can apply and definitely see some great results in your Facebook Remarketing efforts. These are tips used by experienced people in the field.

**In Chapter VII** you will learn about a few really nice and shocking Facebook Remarketing case studies. These are actual examples we have taken from the internet to show you that Facebook Remarketing actually works.

**In Chapter VIII** we will give you a list of several Facebook Remarketing Dos you must be sure you include and a list of several Facebook Remarketing Don'ts you must be sure not to do.

Well, it's time to dominate Facebook Remarketing guys. I know you will love this Training Guide a lot.

To Your Success,

**Mozie**



# Chapter I: What is Facebook Remarketing?

- **Definition**

*“**Marketing** is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service.” [Source](#)*

**Remarketing** (or Retargeting) would simply mean the action of re-marketing or re-engaging your visitors and customers with highly targeted ads based on their recent interaction with your product or service when they leave your website without buying from you.

**Facebook Remarketing** would then consist of retargeting those visitors and potential customers who have shown some interest in your product or service by using the Facebook Advertising Platform.

It's a fact that some people buy in the first visit, but we are talking about 1% to 2% of them. What about the other 98%? Yeah, squeeze pages can grab some leads, so you may target around 30% to 40% of those people by email marketing, but you are still wasting more than half of your visitors.

Another really cool fact is that 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.

There are several places you can turn to in order to benefit from this amazing marketing approach, but the one we will be focusing in this training is Facebook.



- **How is Facebook Remarketing generally used?**

There are two retargeting platforms on Facebook. The first one is [Facebook Exchange \(FBX\)](#), and the Second one is [Website Custom Audiences \(WCA\)](#).

The core difference between them is that with FBX you have to go through a third-party demand-side platform (DSP), like [AdRoll](#), [Triggitt](#), [Perfect Audience](#), or [Chango](#). With WCA you don't have to pay a third-party vendor; you do the work entirely on your own inside Facebook.

If you don't want to work with third party websites for additional fees, then Website Custom Audiences (WCA) will be the best choice, and there is where we will be focusing this training.

Because most of your consumers spend a lot of time on Facebook, you can target your consumers on Facebook with right hand side ads and native ads in their Facebook news feed on mobile and desktop, which will encourage further interaction online from those customers who still didn't make a purchase from you.

You can target all kinds of angles. You can target all website visitors for your new product, Specific categories visitors, Visitors who do not convert, Visitors who convert, Visitors who abandon shopping cart, Customers over a specific time period, etc.

You can extend your customers reach with different retargeting campaigns. You just need to exclude your already converted customers from the retargeting campaign and advertise to those potential customers until they buy.





Facebook has made digital marketing an easy-to-setup, scalable and measurable solution for retargeting, which makes your dream come true, getting you leads and sales like never before.

You can target your custom audiences in Five (5) different ways:

1. **Data File Custom Audience:** this one consists of uploading a file where the information inside will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience, and Facebook will never contact them without your permission.
2. **MailChimp Custom Audience:** Email addresses from your MailChimp list will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience, and Facebook will never contact them without your permission.
3. **Custom Audience from your Mobile App:** here you will be able to create a custom audience to reach people who take specific actions in your app - like reaching a specific level in a game, adding items to their cart or rating your app. You will be able to start measuring events in your app by integrating Facebook's SDK for iOS and Android. Every time someone takes the specified action within your app, they will be added to your Custom Audience.
4. **Custom Audience from your Website:** here you will be able to set up your audience to include everyone who visits your website, or even create separate audiences for people who visit specific pages on your website. You will need to install a Custom Audience pixel on your website to start building your audience automatically. You can also send this code directly to the person who manages your website.
5. **Lookalike Audiences:** here you will be able to reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.



# Chapter II: Why Facebook Remarketing?

## ■ Why Facebook?

Why Facebook? Well, because the whole world is on Facebook. So there is a really high possibility that all people who have visited your website are already hanging out on Facebook.

And with Facebook Remarketing you could easily reach out to them as many times as you want, getting the most out of your initial traffic and increasing conversions like never before.

Facebook is the most used social media platform in the world. There are over 1 billion people hanging out there worldwide, so without any doubt it's too big to ignore.

If you are looking for more sales, an increase in your leads list, and you want to increase your brand awareness, then you can target them again on Facebook, and you can finally do it today.

It does not matter where traffic comes from to get to your website; it can be from Google AdWords, organic search traffic, an email and other marketing strategies; you can show advertisements for your business to them on Facebook and they will see it once they log in from absolutely any device they use.

Don't worry about complicated coding. Facebook has made it completely easy to do and we will guide you in every step of the process.



- **Amazing Benefits:**

**Intent to Purchase:** Facebook remarketing improves your efficiency and likelihood in such a way that your potential customers will always love to purchase products from you. It narrows down your customer base instead of target marketing and targets only those people who are searching for the products you offer.

**Brand Exposure:** Facebook Remarketing is a great tool to remind your custom audiences about your brand. Displaying an ad on Facebook will help them to recall the message that they viewed on your website and display reminder ads in their news feed and in the right side ads. The more potential customers are exposed to your brand the more they will be likely to buy from you.

**Improve Conversion Rate:** Facebook Remarketing will help you to 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.

**Reduce loss:** The most salient feature of Facebook remarketing is that it allows your brand to re-engage your past visitors who are no longer available on your website. This will reduce your loss because those customers will have more potential than the first time visitors, and they will convert with less effort.

**Improve relevancy of your ads:** Remarketing works because it gives you the ability to deliver ads according to your potential customer's behavior, actions and interest. You can segment your visitors according to interest and advertise to them with highly targeted advertisement.



**Cost Effective:** Facebook remarketing is cost effective because you only need to pay when your customers click on your advertisement and thus you will be able to know how much you need to spend on your remarketing campaign. Your cost per click will be less because now your customers already know about your business and are familiar with your product and services.

**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. You can target these type of customers after a sale with a specific Facebook advertisement, and this will show them that you understand their needs.

**Bring your customers back:** New visitors are purchasing from you, but old customers are not interested in purchasing after some time. You can re-engage those custom audiences with some new and special offers. You need to show them that the offer you are providing is only for them and available for a limited time period. This will encourage them to purchase from your brand.

**Audience Targeting:** Your ability to target a specific group of audience with a specific message is more powerful than targeting all audiences with a single remarketing advertisement. You can use Facebook custom audiences remarketing advertisements to communicate with a group or custom audience with text or display advertisement.

**Reach where your customers are:** One of the main benefits of a Facebook remarketing campaign is that you can reach your potential customers at their next online destination. People not only use their desktop to access Facebook, they also use mobile devices to login to their Facebook accounts. So you can target them on desktop and mobile.



### ■ Shocking Facts:

Here are some amazing eye opening facts that will show you why you have to use Facebook Remarketing to market your Business.

96% of individuals leave a website before converting <a href="#">Source</a>	
	49% of individuals visit a site 2-4 times before they actually make a purchase <a href="#">Source</a>
11% of brands use remarketing to gain their competitors' customer <a href="#">Source</a>	
	56% of companies use retargeting to gain customers <a href="#">Source</a>
43% of companies use retargeting to increase brand awareness <a href="#">Source</a>	
	Retargeted customers are 70% more likely to complete a purchase than someone who has not been remarketed to <a href="#">Source</a>
57% of remarketing emails get opened <a href="#">Source</a>	
	30% of remarketing clicks lead to purchases <a href="#">Source</a>
According to "The Retargeting Barometer Report by Chango" More than half of the respondents plan to spend more on retargeting in 2014 <a href="#">Source</a>	
	One in five marketers now has a dedicated budget for retargeting <a href="#">Source</a>

Data like this makes it clear there is a lot of money to be made with Facebook Remarketing. And while lots of people might be talking about it, very few can really teach you how to productively use Facebook Remarketing on behalf of your business.

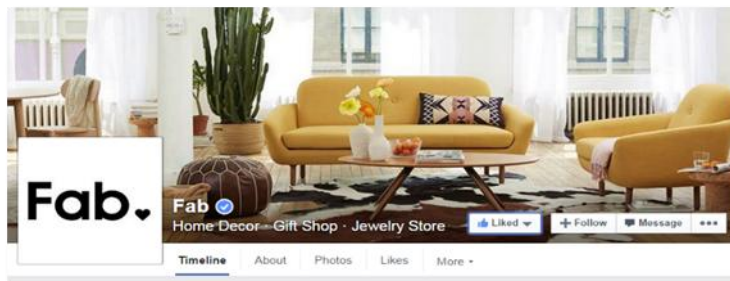


## Chapter III: Are Businesses using Facebook Remarketing?

### ■ [Fab – Fab.com](#)

Founded in 2010, Fab helps its customers to make the most of everyday design by selling apparel, furniture, home items, and garden

items. Since their launch, they have sold over 7 million products, and they receive about 6 million visitors per month.

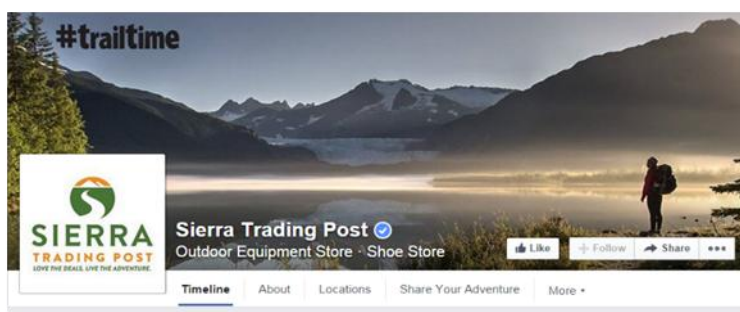


In addition to their products, the ecommerce site also maintains an Inspiration Wall where members and customers can share design inspirations. They began in New York, but they also have a presence in the United Kingdom. Fab currently has over 10 million members.

### ■ [Sierra Trading Post – SierraTradingPost.com](#)

Sierra Trading Post was founded in Reno, Nevada in 1986. The headquarters are currently located in Cheyenne, Wyoming. This

company is an online, brick and mortar, and catalog retailer. They sell products related to outdoor and adventure recreation.





In addition to their website, they have locations in Cheyenne, Cody, Wyoming; Meridian, Idaho, Reno, Nevada; and Denver, Colorado. They offer discounted products from over 3,000 name-brand manufacturers.

- [Nordeus – Nordeus.com](http://Nordeus.com)

Nordeus, which is based in Belgrade, Serbia, develops mobile and browser-based games. The company was founded in 2010, and it is



one of Europe's fastest growing computer game companies.

In addition to their location in Belgrade, they also have offices in Dublin, San Francisco, and Skopje. With 88 employees, this company's revenue as of 2013 was 64.12 million Euros. Their stated goal is "to provide a seamless gaming experience to millions of people, regardless of what devices they are using."

**For additional Facebook Remarketing Business Examples please [click here](#)**





# Chapter V: Facebook Remarketing Power Tools

- [Adespresso](#)



Adespresso allows you to test every aspect of your advertising campaign. With Adespresso, you can quickly test your ads with multiple titles, words and pictures to create every possible combination.

You can easily test all your targeted audiences, and you will be able to discover the most profitable ones with split testing to boost the performance of your remarketing campaign.

- [Datify](#)

Datify creates and implements digital marketing strategies which are anchored



by the best data insights in businesses. Datify allows you to engage your customers and share your content on Facebook. You can grow your audience





reach and brand awareness with Facebook advertising and useful content in your news feed when remarketing.

If you want to retarget your existing customers and expand your reach to find more potential customers, Datify is a perfect tool for helping you reach your goals, set up campaigns and optimize your campaigns for best results. It also provides you advanced targeting option for your business to find the most relevant audience.

- [AppAddictive](#)

AppAddictive helps you to optimize your ad spending on Facebook marketing



campaigns. AppAddictive is highly focused on Facebook and re-engages your existing customers and mobile users. You can generate more fans, drive engagement and ultimately create more leads for your business with it.

You can use the AppAddictive tools and apps that you need to grow your business on Facebook. It provides you Precision Targeting that will help your potential customers to find your products. It also provides rigorous optimization that will help to identify ad unit and targeting customer's profile to deliver best results.

**For additional Facebook Remarketing Power Tools please [click here](#)**



# Chapter VI: Highly Effective Facebook Remarketing Tips

- **Who to remarket to:**

You have to know who you want to remarket to, it's a basic step to create the solid foundation of your remarketing campaign. Don't target everyone who visited your website with the same Retargeting ads.

You can segment them and group those who fall into the same category, according to their interests and actions. Some of your customers have left your website with incomplete forms or abandoned shopping carts. You can segment your customers separately according to page visits, visitors who leave your website without purchasing, visitors who purchase from you, and visitors who abandon shopping after adding products to the cart.

Facebook Remarketing becomes easy after segmentation, and you can create highly targeted ads for each and every group and re-engage them accordingly. You can also provide them with incentives like discount offers and a free gift after completing their purchase. This discount ad pushes your potential customers into buyers.

- **Be Consistent with Offer & Landing Page:**

“What are you offering in your advertisement and what is presented on your landing page?” If you have offered a discount on the advertisement and it's not available on the landing page, then chances are that visitor will not go back to the offer. Thus your visitor feel cheated and will never buy from you.



If your ad is offering a discount, then the landing page should be the page where the discount is mentioned, along with how to use the discount offer. With this information, visitors will be engaged and proceed to the checkout process.

- **Test, Test and Test:**

Beri said there is not straight line to success. When you are working in a digital world, you have to test in order to know what is working and what is not. If you are not aware of this, I can tell you that you are likely losing the money that you invest on your ads, and you are also likely losing new customers.

You can use A/B testing for your Facebook remarketing campaign, which will monitor your websites visits and conversions. Sometimes the smallest change in your ad copy can increase your conversions and make more for you.

You need to adjust your budget, Facebook remarketing campaign strategies, images you are going to use, landing pages, and ad copy. You also have to include creativity and a call to action. The landing page for your advertisement and ad copy should be correct. You can check which landing page converts best, and that will help you improve your click through rate, creating better results.

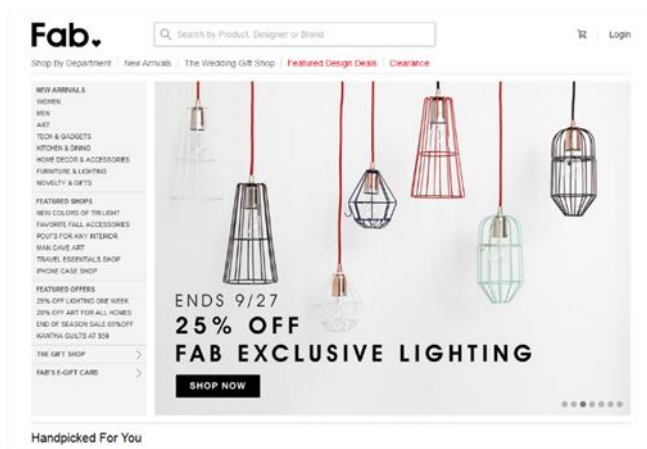
**For additional Facebook Remarketing Tips please [click here](#)**



# Chapter VII: Shocking Facebook Remarketing Case Studies

## ■ [Fab – Fab.com](http://Fab.com)

Fab wanted to create an experience that would make browsing online fun for its customers and encourage them to browse in-store as much as possible. There are more than 14 million consumers from 27



countries using fab.com's website and mobile application to find its products and services and share their own designs with fab.

Fab needed to develop a marketing strategy to expand its customer base to Europe, U.K. and Germany to increase its brand awareness and online product sales.

Fab started with Website custom audiences and targeted the group of customers who already visited their website and knew about their brand. The people who were targeted with custom audience were 10X more likely to purchase from Fab than the first time visitors.

Fab also used Facebook pages, Facebook Ads, and Lookalike audiences with website custom audiences. People who were targeted with lookalike audience had a 50% higher lifetime value.

Tom Beverley said, "We're gaining a higher lifetime value via Facebook than we are from anywhere else. Right now, Facebook is our most effective marketing channel."



- [Sierra Trading Post –](#)  
[SierraTradingPost.com](#)

Sierra Trading post is an American outdoor clothing, gear and sporting goods retailer that was acquired by TJX in 2012.



Sierra Trading Post wanted to increase its website conversion and business.

Sierra Trading Post used Pages, Offers, Custom Audiences, Lookalike Audiences and Conversion Tracking products from Facebook to reach their goal.

They saw great results with Facebook custom audience targeting their best buyers, and it doubled their efforts with Facebook website custom audience to reach the audiences who already visited its website and show them ads.

And results were surprising; Sierra received 2X higher click-through rate with Custom Audiences.

Their brand value was increased 3.6X for customers who were referred through Facebook. They saw a growth of 65% in their fan base year after year using Facebook advertisement.

Nick Eppley and Juliette Rule from marketing said, “Whenever Facebook rolls out a new tool, we experiment with it. We measure the success of each tool and our general marketing results using conversions.

We really like using Custom Audiences from your website—it’s helped us double our best click-through rate and has delivered a great return on ad spending.”



- [Nordeus – Nordeus.com](https://www.nordeus.com)

Nordeus develops  
multiplatform games like  
“Top Eleven”.

It launches games for  
Facebook, iOS and Android

as well. Nordeus already had 12 million active users, but it wanted to re-engage them to play “Top Eleven”.



The company used Facebook Website Custom audiences to target and encourage its previous customers who had not recently been playing the game.

They also encouraged their customers to share moments when they won the game. The company also used Mobile App Ads and Boosted Posts to increase online sales.

Facebook helped Nordeus to monetize existing Facebook players and engage previous players and boost sales.

Nordeus achieved a 3X greater return in 2 months on ads spending and 9000 installs every day driven by Facebook ads campaign.

Ratko Božović, User Acquisition Manager said, “Facebook’s app ads helped us boost our sales and deliver an impressive 3X return on ad spend.”

**For additional Facebook Remarketing Case Studies please [click here](#)**



# Chapter VIII: Facebook Remarketing Dos and Don'ts

## ■ Dos

**Include a call to action:** A call to action is very important in order to convert your website visitors into buyers when you are retargeting them. You can use creative words that change their minds within seconds like “click here” and “read more” etc. You need to create curiosity with your call to action links in your remarketing campaign; that will make your potential customers click on the advertisement.

**Be creative:** You don't need to spend more time building the trust of your audience when you are retargeting them. You should consider what makes them unique from others in order to creatively retarget. You can create and serve customized ads to re-engage your website visitors and existing customers according to their behavior and offer them your products based on their interest.

**Audience Segmentation:** Audience segmentation allows you to customize your ad copy to your visitors in different stages of the buying process. As a marketer, you need to deliver the most relevant ads to your visitors.

You can place different types of retargeting pixels on different pages to retarget them again. For example, after they visit your home page, you can target those visitors with a more creative ad to build your brand awareness; and if they visit your product page, you need to give them more specific ads for your products.





Audience segmentation helps you to serve more relevant and engaging ads according to your user's interests in order to grab their attention. You need to build multiple lists for multiple goals.

**Limit your ad:** You need to avoid annoying followers, and exclude your current buyers from your Facebook remarketing campaign. You can apply limits to your remarketing campaigns that specify how and where your ads will be displayed. You can limit your ad impressions and show your ads a specific number of times in a day. You can also limit the places in which you want to show them.

**Test Everything:** You will see the best results if you test each campaign that you have created. With help of A/B testing you can create highly targeted ads, and this testing also assists you in monitoring your conversions and visits.

You need to track the results of your remarketing campaigns after a fixed period of time and make the changes if required. You can test different calls-to-action, wordings and landing pages to find more highly converting ad copy. This will help you increase your conversion and brand awareness.

**Optimize your conversion:** There are various Facebook tools available that will help you optimize your Facebook remarketing conversions. Facebook will automatically deliver highly targeted ads to your potential audience. These tools will also manage your Facebook remarketing strategy by taking care of your bidding strategy and the rotation of your ads. Optimizing your conversions will also help to generate more leads and sales.

**Analyze behavior:** You can include behavioral-based campaigns in your Facebook remarketing strategy; these campaigns are most effective when used on potential customers and relevant traffic. It's a great way to know, understand and analyze your customers' behavior. You can characterize your visitors





according to time they spend on your website, the traffic's source and their last purchasing behavior. Characterization will help you serve highly targeted and relevant ads to your visitors.

**Use all ad formats:** While being creative with Facebook ads to remarket your business, there are many types of ad sizes available with Facebook, such as page post link for desktop ad 470X246, mobile ad 560X292, permalinks 470X246 and sidebar ad 254X133 and many more image sizes for video ads, page post images ads, page post like ads, page post event ads, and mobile application ads.

You need to test which ad is working best for you and getting more impressions for your remarketing campaign. Once you find the most convertible ad sizes, you need to be sure to create ads in all valid sizes to maximize your reach to your customers.

**Keep your bidding high:** With remarketing, you have already found your potential customers to whom you will show your brand online; now it's time to put in some more effort and engage them with your product. You can keep the bidding rate higher to display your ads on top for that small segment of traffic.

Keeping the bidding rate high makes your ad display in the desirable position and in front of the eyes of the customers. You customers will be more likely to convert if they are already familiar with your business.

**Create multiple campaigns:** If you are dealing in more than one business and service and want to remarket your brand, creating a common campaign for all products and services can't give you desired result.

You need to create multiple campaigns to capture your potential customers' attention according to their actions and interests. Every campaign should be defined for a specific goal. By doing this, you can easily manage and understand



your remarketing campaign. This will also help you increase your conversion and revenue.

- **Don'ts**

**Don't forget to optimize your landing pages:** You have done everything, such as highly targeted and creative ads, segmented your audience and created killer ad copy, but you forgot to optimize your landing pages for your remarketing ads. The customers follow your call to action, but they will be unable to be directed to the desired page, and this will harm your business badly.

You need to optimize your landing pages for your remarketing ads to direct them to the desired page, or you can create custom landing pages with your retargeting messages. If you optimize correctly, you have an opportunity to increase your sales and revenue with your potential customers.

**Don't underestimate lookalike audiences:** You are using Facebook website custom audiences to retarget your website visitors without lookalike audiences; that means you are losing customers who have similar characteristics to your custom audiences. Facebook automatically finds new potential customers whose interest and behavior are similar to those people who are in your remarketing list.

With lookalike audiences you have an opportunity to engage an audience that doesn't have any previous knowledge of your brand and products.

**Don't focus on CTR only:** You are running a remarketing campaign to convert your potential customers into buyers. But you fail because you only pay attention to your click through rate rather than ROI.



For example, if your click through rate is 25% but your conversions are 0.00%, you are not making money with your ad clicks. You will make money when your visitors buy your products. So you need to pay less attention to CTR and more attention to ROI.

**Don't follow your customers everywhere:** Do not follow your customers everywhere; that is, do not allow your ads to display again and again because a user may become annoyed and leave.

Do not just market by causing distractions and interrupting the privacy of a user by following them everywhere. Set-up a frequency cap, and make sure that your ad gets displayed for a short and desirable period of time.

**Don't forget to target the cart abandonment:** You want to re-engage your customers with the Facebook remarketing strategy. You started marketing to your previous website visitors but forget to include cart abandonment in your remarketing campaign, and you are losing potential customers.

Targeting cart abandonment is a quick and highly effective technique to re-engage those customers who left your website after adding products to their cart. You can offer them a discount or free stuff to convert into buyers. You need to engage them to drive more sales and build more meaningful relationships.

**Don't forget to define your business objectives:** You are started posting ads, content, offers and contests on Facebook to re-engage your past website visitors. But you forgot about defining your goals; your campaign is nice but there is no value for that campaign.

It doesn't matter what your goal is; you want to drive more sales, higher click through rate and customer engagement. However, first you need to define your



objective in a clear, measurable and time-oriented way. This will prevent confusion when you optimize your campaigns.

**Don't show only two or three ads:** You set a remarketing campaign and you create only one or two ads to promote your campaign. When you promote your campaign with one or two ads, your customers will get tired of the ads soon. Then you will lose your customers.

You are offering useful reminders to your potential customers to be in the buying process, so do not try to stalk or haunt your customers. As the amount of time spent retargeting to your audience becomes smaller, you need to use multiple ad formats to target them. Each ad should look different from the others.

**Don't fail to measure success:** When you run remarketing campaigns to engage your customers, it's also important to measure your success. You can measure your success with click through rates that show how many customers visit your website directly through Facebook. If you see any changes with remarketing campaigns increasing your business, this means your campaign is working.

**Don't show too many impressions:** One or two visits to your website doesn't necessarily mean that your potential customers want to buy from you. If you are showing too many impressions to your custom audience, overexposure of your brand can decrease your remarketing campaign performance. Your audience may ignore your ads and have negative association with your brand.

So, you need to use frequency caps to limit the number of impressions and ads for each user. Frequency caps also helps you prevent your customers from feeling overwhelmed.



**Don't forget to refine your target audience:** Never hesitate in refining your target audience. If, after finding your target customers through their behavior, your aim doesn't get accomplished, you should also target them by their age, gender and other means. Using geographical and physical demographics also helps in this process. You also need to target them with their interests, actions and behavior for better results.



## Conclusion:

We're thrilled that you have chosen to take advantage of our special free report, and we wish you amazing success. And in order to take your Facebook Remarketing even farther, we invite you to get the most out of Facebook Remarketing by getting access to the Complete Training [clicking here](#).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Facebook Remarketing. Facebook Remarketing has come to stay in the market forever.

To Your Success,

**Mozie**



# Facebook Remarketing Resources

## Videos

- ✓ [https://www.youtube.com/watch?v=oxXvxjRb\\_7Q](https://www.youtube.com/watch?v=oxXvxjRb_7Q)
- ✓ <https://www.youtube.com/watch?v=xYzp585cW68>

## Tools

- ✓ <http://adespresso.com/>
- ✓ <https://datify.co.uk/>

## Training

- ✓ <https://www.facebook.com/business/news/custom-audiences>
- ✓ <https://www.facebook.com/help/274669426037482>

## Blogs

- ✓ <https://blog.kissmetrics.com/remarketing-and-retargeting-services/>
- ✓ <http://www.degordian.com/blog/remarketing-101/>

## Forums

- ✓ <http://www.warriorforum.com/ad-networks-cpm-cpl-display-sem/974044-retargeting-facebook-cpm-cpc.html>
- ✓ <http://www.warriorforum.com/warrior-special-offers/983623-free-facebook-tracking-retargeting-software.html>

## Affiliate Programs

- ✓ [https://www.jvzoo.com/products?csrf\\_protected=4988da941c49fac1d2d5da64052ee234&terms=facebook+remarketing&cat=&subcat=](https://www.jvzoo.com/products?csrf_protected=4988da941c49fac1d2d5da64052ee234&terms=facebook+remarketing&cat=&subcat=)
- ✓ [https://www.jvzoo.com/products?csrf\\_protected=4988da941c49fac1d2d5da64052ee234&terms=facebook+retargeting&cat=&subcat](https://www.jvzoo.com/products?csrf_protected=4988da941c49fac1d2d5da64052ee234&terms=facebook+retargeting&cat=&subcat)

## Demographics

- ✓ <http://www.alexa.com/siteinfo/adespresso.com>
- ✓ <http://www.alexa.com/siteinfo/datify.co.uk>

## Webinars

- ✓ <http://www.youtube.com/watch?v=5b6cMGvWl0k>
- ✓ [https://www.youtube.com/watch?v=gEvC\\_YaesTI](https://www.youtube.com/watch?v=gEvC_YaesTI)

## Infographics

- ✓ <http://studio1design.com/how-to-use-facebook-remarketing-infographic/>
- ✓ <http://blog.adroll.com/leveraging-behemoths>



# Limited Special Offer for You: Facebook Remarketing Made Easy

(Training Guide)



[Click Here to Download Your Training Guide!](#)