FB LEAD RETARGETING

TACTICS IN RECLAIMING AND TURNING

FBLEAD
RETARGETING

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Introduction

What if you had a **second chance** to turn that *lost visitor* into a **buyer**?

Facebook has been one of the most effective advertising platforms for a long time – at least if you know how to play the game. The trouble is, most people don't know how to properly maximize their ad campaigns, and thus they see horrible returns or even little to no traffic at all. Or they may see CPC that are way out of the affordable range.

It's no wonder ads have the potential to be so effective. Facebook has a truly massive number of daily visitors, and those visitors are also typically very responsive and very voracious. But their internal ad system leaves much to be desired as far as targeting.

Fortunately, Facebook has developed a way to advertise to specific audiences such as website visitors. All you have to do is place a tracking pixel on your website, and it will insert a cookie onto each visitor's computer so that when they later visit Facebook, an ad can be delivered to them based on your website.

If you use Facebook regularly, you've probably seen this in action. Ever go to Amazon and look at a particular product, and then see that product advertised on Facebook later? It's no coincidence. It's Facebook retargeting!

In this guide, you're going to learn about how Facebook retargeting works, why it is so powerful, and how you can get started using retargeting to reclaim your website visitors and turn lost visitors into sales!

In time, you will see how powerful these techniques can be, and you will come to understand exactly why you should be using this powerful technique to bring back those lost visitors!

How Does Retargeting Work

Retargeting allows you to take visitors who have already visited your website in the past and perhaps didn't purchase anything and bring them back for a second chance at a sale by using Facebook ads that deliberately target ONLY those people who have already been to your website in the past.

This allows you to get ads that are much more precisely targeted than any other type of ad could ever be, because they are based directly off proven data. Users have already shown an interest in related material.

How it Works:

1. A customer visits your website, and a cookie is set in their browser.

2. When the user goes to Facebook, they see an ad that is specifically retargeted to them based on their visit to that page.

3. The customer may then come back to the site and buy.

So you may be wondering why you'd want to bid for an ad delivered to a customer who has potentially already viewed your product, when you already know they didn't buy.

It's simple. It gives you another chance to convert that visitor into a sale. They were interested. Otherwise, why would they have visited your page? But for whatever reason, they decided not to purchase at that time.

It may have been lack of money. It may have been that they thought the price was too high. It may have been some other element on your page. But for whatever reason, they didn't buy.

This gives you a chance to retarget that user, perhaps converting them into a buyer.

Remember, it takes some people a few times seeing an ad or product before they make the decision to buy. This gives you multiple opportunities to target that user instead of just the one when they come to your site.

This also brings you another opportunity: to make changes to the product's presentation (such as a discount, free shipping offer, guarantee, or some other tweaks) in order to convert the buyer.

Step-by-Step Retargeting

Now that you understand a little bit about how retargeting works and why it is so powerful, it's time to get into the nitty-gritty of exactly how to do it.

There are several ways to retarget your visitors using Facebook. We're going to take a look at how to set up and use website visitor retargeting, which is the most common type.

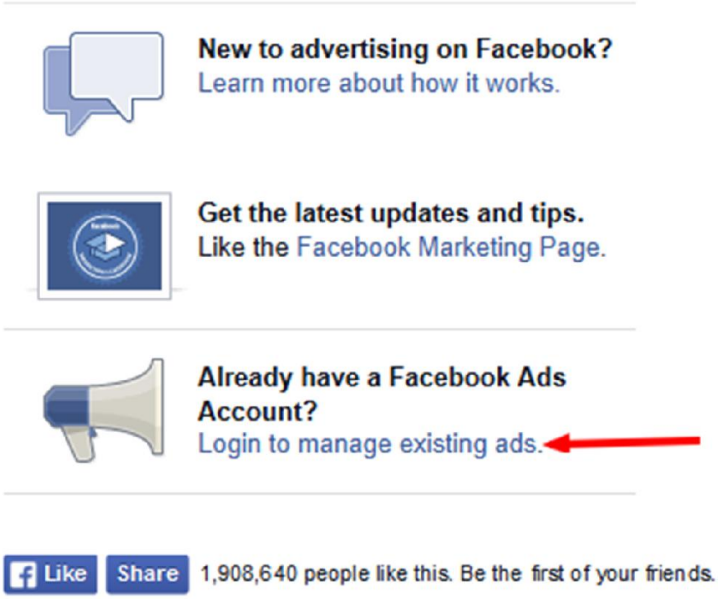
Setting Up Website Visitor Retargeting

The most common method of retargeting is to target your ads toward people who have already visited your website. This is helpful, because as we mentioned earlier, it will help you convert people who were proven to be interested in what you have to offer but did not, for whatever reason, choose to purchase.

To target this way, visit your **Facebook Ads Manager**:

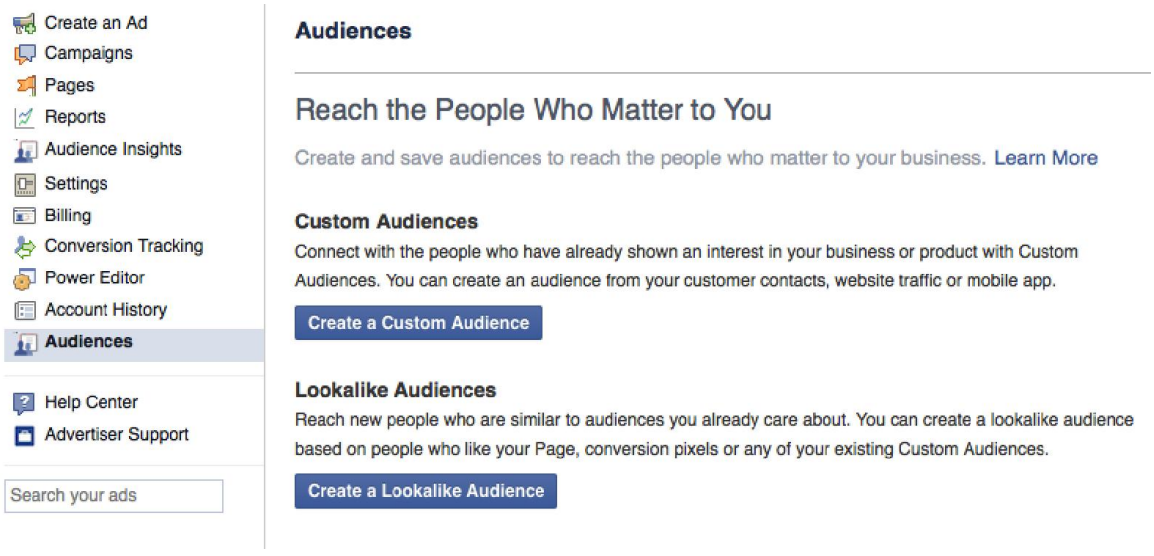
>> https://www.facebook.com/ads/manage

If you are re-directed to (https://www.facebook.com/advertising) then simply click on the "Login to manage existing ads" link highlighted in the screenshot below by the red arrow and it should take you to >> https://www.facebook.com/ads/manage/home/ even if you have never created a Facebook Ad before.

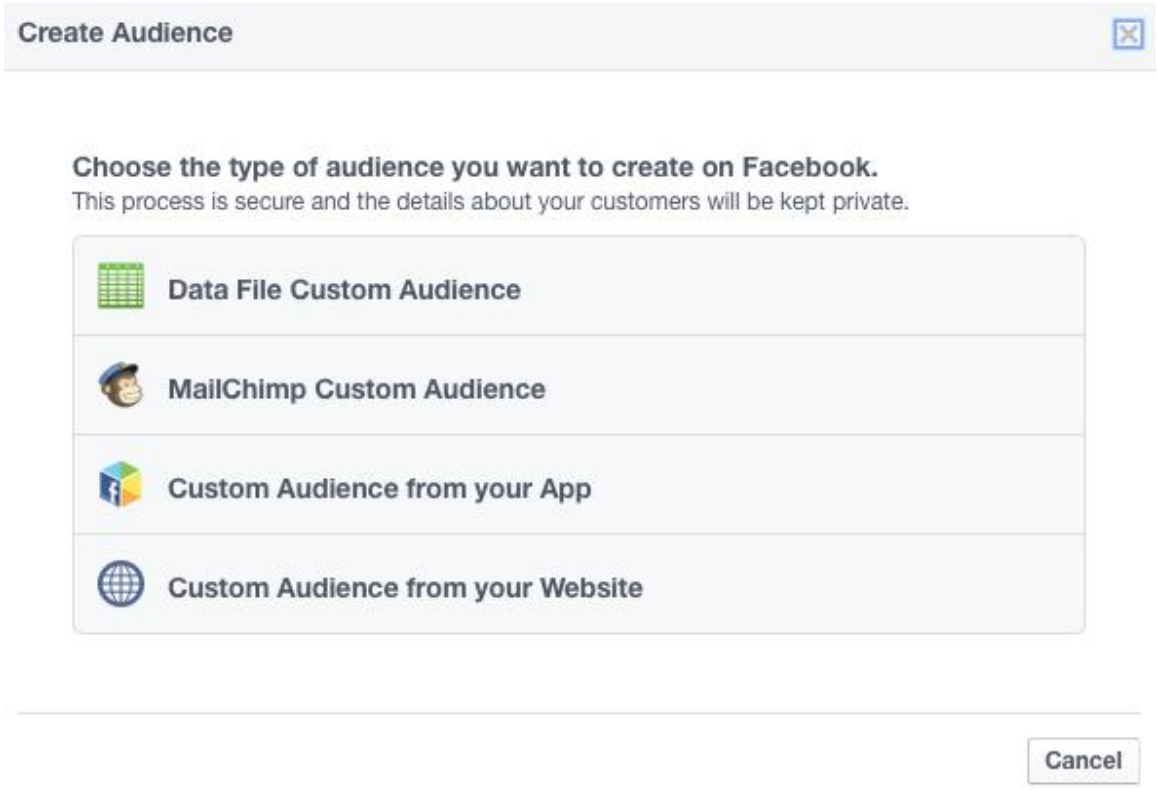


Either way, this is the page you want to get to:
>>https://www.facebook.com/ads/manage

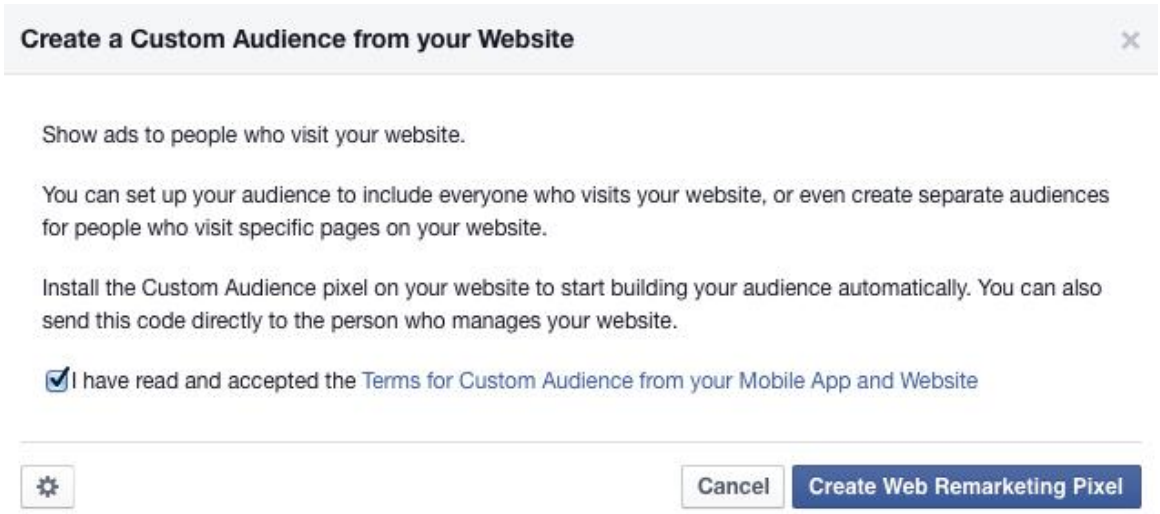
From this page, you will want to choose "**Audiences**" from the left sidebar and then click "**Create a Custom Audience**".



Select **Custom Audience from your Website**.



Agree to the "Terms for Custom Audience from your Mobile App and Website" by clicking the check box and click **Create Web Remarketing Pixel.**



Once it generates the block of code, copy the entire thing and paste it into your website on every page immediately before the closing </head> tag. You can also put it into header.php if you use something like WordPress that uses a header file to manage code.

Configure Audience Rules

Now it's time to start retargeting those people who visit your website and receive the cookie.

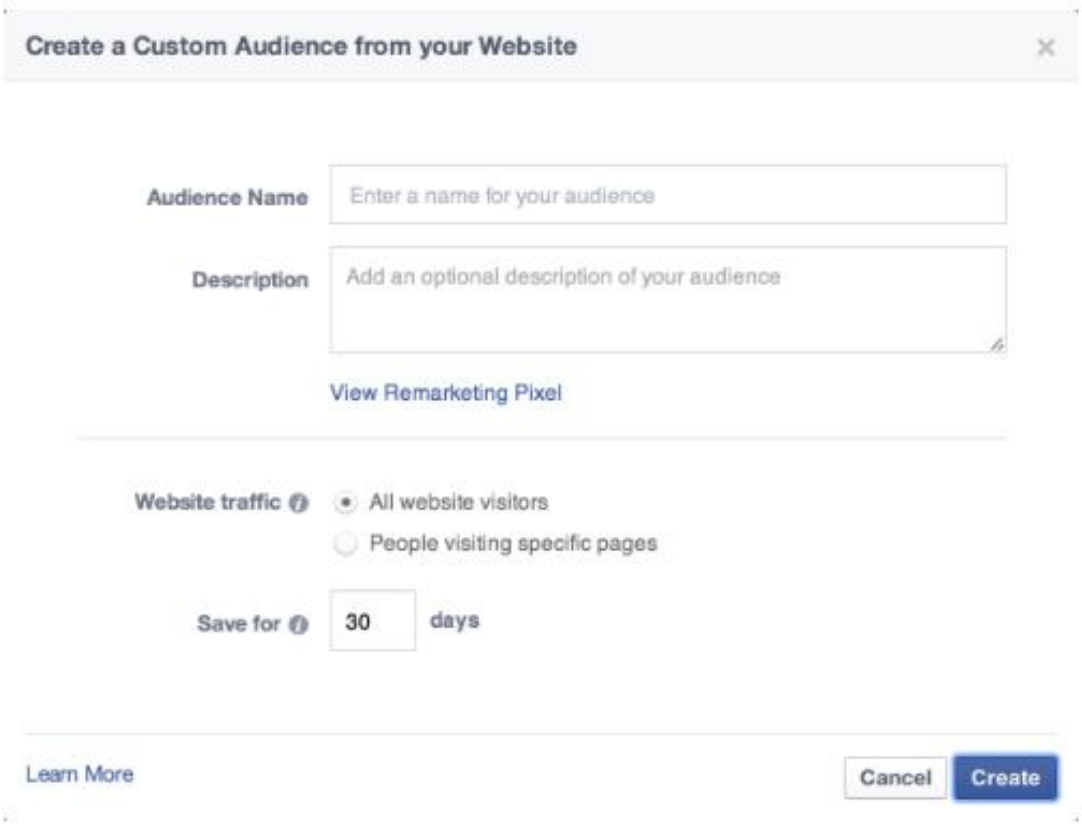
Step One: Name Your Campaign

Give your new audience a name and description. This doesn't matter. It's for your benefit to help you identify the campaign.

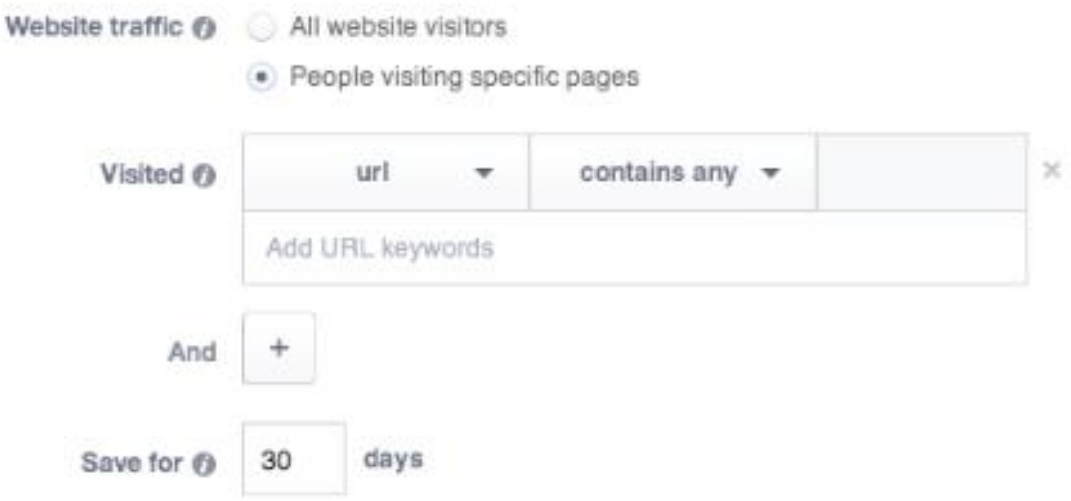
Step Two: Set Up Audience Shaping

This can only be done to match a page that already has a Custom Audience pixel installed.

You can choose to match all visitors by selecting “All website visitors” or you can only target people who visit specific pages on your website by choosing “People visiting specific pages.”



If you choose to set up specific pages, you will need to fill in a couple of other options to help identify the exact URL(s) you want to target.



You can also set up a number of rules that help you target pages on your website instead of specific URLs.

For example:

- If you'd like to match visitors to any page, just click "All website visitors".

- If you want to match only your homepage, just choose URL, then Equals to, and then enter your homepage address including the http:// or https://.

- To match a subdomain, choose URL, then Contains Any, and then add your subdomain such as subdomain.domain.com.

- To match a specific page and exclude something else, you can choose URL and then Contains Any, then add the word you'd like to

target. Then to exclude a word, click the plus sign and choose URL, then Doesn't Contain, and then the word you'd like to exclude.

- Use the + button to add as many rules as you need to target visitors the way you like.

Here is the complete table showing customization options as it appears on the Facebook website:

Name	Description	Example
URL	A URL is the complete web address of your page. In most web browsers, the URL of a web page is displayed on top inside an address bar.	`http://www.example.com/shoes/yellow`
Contains Any	Matches any page that contains any of the provided keywords	`/shoes` would match both `www.example.com/shoes` and `www.example.com/shoes?123`
Doesn't Contain	Matches any page that does not contain any of the provided keywords	`/pumps` would match `www.example.com/shoes` but not `www.example.com/pumps`
Equals To	Matches any page that contains exactly the provided keywords but no others	`www.example.com` would match `www.example.com` but not`www.example.com/shoes`
Is Not Equal To	Matches any page that does not exactly match the provided keywords	`www.example.com/pumps` would match `www.example.com` but not `www.example.com/pumps`

Step Three: Add a Retention Timeframe

Finally, select an expiration date for the audience. By default, it is set to expire after 30 days. This can be set anywhere from 1 day to 180 days. Once an individual has reached this maximum timeframe, they will no longer be targeted by your retargeting campaign unless they visit your site again, which basically treats them like a new visitor.

Target the New Audience with an Ad

Now that you've created your custom website audience, it's time to target those people with a specific ad. It's a good idea to use an ad that is specifically geared toward the audience you just set up instead of just using your standard ad.

For example, if you set up a rule that targets people who have visited your Shoes category, you can target shoes specifically rather than a generic clothing ad.

Alright, let's get that ad set up.

Step One: Visit the Ads Manager

>> http://www.facebook.com/ads/create

Step Two: Choose your Objective

This will take you to the ads creation page, allowing you to set up the ad that will match your rule set.

Step Three: Scroll to the Audience Section & Choose the Audience

The audience section will allow you to choose Custom Audience in the form field. Here, you will enter the Custom Audience you'd like to use.

Step Four: Create your Ad

Now just set up your ad as you would any other Facebook ad!

Alternatively, you can use the Power Editor to create the ad.

Step One: Visit the Power Editor Page

>> http://www.facebook.com/ads/manage/powereditor/

Step Two: Click Create Ad

Step Three: Select the Custom Audience

Under the Audience section, just choose the Custom Audience you'd like to use.

Step Four: Finish the Ad

Now just proceed as usual to set up the ad, as you want it.

That's really all there is to it. It's a lot easier than you might think to set up a retargeting campaign, and it's definitely worth any effort you put into it. Remember, as with all ads, the more specific you are targeting, the more effective each ad will be.

Here is a guide on planning custom audiences that will help you learn more about setting them up:

>>https://developers.facebook.com/docs/ads-for-websites/website-custom-audiences/planning

Conclusion

Don't be content to simply run ads and hope they are effective. Using retargeting can greatly boost the effectiveness of you adverting. You can rein in visitors who have shown interest and then left for some reason, giving you another chance at the sale, which is extremely powerful since most people take a while to make a purchase decision. And if they forget about your product before they buy, they're usually gone for good.

Retargeting makes it easier to present your products to the same person multiple times without the need to get them to come back to your website or even get them on your mailing list. You can simply target them with laser-guided precision on a site they already visit many times each day – Facebook!

Facebook has made this almost brain-dead easy. As long as you are careful to install your tracking pixel and set up your rules and matching ads, you will be able to target those visitors like never before!

And best of all, retargeted ads typically convert much, much better than standard ads, so you have the real potential to skyrocket your income by using this simple retargeting system.

Good luck!

Resources

Here are some resources you may find helpful for learning more about Facebook retargeting:

>> http://www.adroll.com/retargeting-on-facebook

>>https://developers.facebook.com/docs/ads-for-websites/website-custom-audiences/getting-started

>>https://developers.facebook.com/docs/ads-for-websites/website-custom-audiences/planning