

# Facebook Is Where Your Customers Are

**Around 2.2 billion people worldwide use Facebook and over 36 million of them are in the UK**

Facebook advertising is your basic starting point for digital marketing. It's very low cost, easy to set up and it's very easy to understand how it all works. Chances are many of your potential customers will be hanging out on Facebook, sharing photos and videos, messaging each other and keeping up to date with news. While they are doing this, you can place an irresistible ad in front of them and get them to visit your website.

However, because they are using Facebook for networking and catching up with friends, they are not likely to be in buying mode. That's why retargeting works so well... because with simple retargeting code embedded on your pages, prospects get to see your ads again when they are not on Facebook and therefore much more receptive to your ad message.

## **Facebook helps you to convert your site visitors into buyers**

Facebook provides you with a pixel, which is a short piece of code that is incorporated into your web pages. It allows you to track your potential customers' activity, from page visits to ad clicks and conversions. This tracking pixel is absolutely essential if you want to know how well your web page or ad is performing and what pages the visitor has looked at.

Armed with this information you are then able to retarget your prospects with much more specific ad content related to their interests. You are also provided with a comprehensive report that shows all activities, allowing you to target custom audiences, user groups or even individuals. That's how powerful Facebook retargeting is.

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## Why Facebook retargeting works so well

It can be laser targeted at specific demographics such as male or female, location, age, education and interest. By narrowing down your audience, your ad becomes much more relevant, dramatically improving conversion rate potential.

You are then able to effectively track key performance metrics, which are highly relevant to your business, products or services. With this information you can fine-tune your advertising so that every ad view or click-through has a much higher potential of leading to a sale. And if you run any kind of online business, that's exactly what you need.

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[Put the 4 Facebook stat boxes here]

a retargeting campaign that the conversion rate soars.

**26% of previous visitors will return to a site through retargeting.**

Your best customers are your old customers. They trust you and will buy again if you have what they want.

**A retargeting ad is 10X more likely to get clicks than a regular display ad**

— source: Wishpond. No matter how good your targeting options are, you're only ever showing ads to a 'cold' audience. Retargeting to a 'warm' audience of people who have already shown interest in your company removes the risk factor.

**Retargeting ads lead to a 1046% increase in branded search and a 726% increase in site visits**

as reported by Comscore. When people see your retargeting ads, they get a raised awareness of your business. Briefly, you're everywhere!. This increased exposure leads to increased perceived trust, and they come back to search for you next time they need your product or service.

**68% of marketing agencies and 49% of brands have a dedicated budget for retargeting.**

[Source: Chango]. With this kind of take-up, you can be sure retargeting is effective. More and more companies realize that retargeting is an essential component of their ad campaign budget.

- [Learn more about Google Remarketing \[Link\]](#)

- [Learn more about Email Retargeting \[Link\]](#)

**Facebook Retargeting is the most cost-effective and profitable advertising available for businesses of all sizes.**

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