

7 Magnificent Marketing & Retargeting Strategies



© Copyright – DeekayDee Digital

All Rights Reserved

7 Magnificent Marketing & Retargeting Strategies

Not all retargeting methods are the same and despite what you might have heard about retargeting, it's not a typical clear cut strategy. If you get it wrong it can backfire and possibly cause your business more harm in the long run. Get it right and it can bring hordes of new customers or clients and significantly boost your sales.

So what might be the best strategy for your business?

Many small online business owners, especially those who might own an e-commerce website or any kind of website that is promoting multiple products, will very often use retargeting in a generic 'carpet' effect. They might set up a Facebook ad and send traffic to their store and hope for the best.

With retargeting, many of these visitors will be bombarded with your ad, which can be both annoying and counter-productive because they will feel like they are being stalked all over the Internet. Of course the same can be said for a seller who is promoting just one product but at least the prospect will be far more targeted in this respect.

One solution to marketing multiple product offers through retargeting is segmentation. This is a process of separating your site visitors into specific audiences based on their actions when they visited your website. For example, visitor A viewed several related products and then left your website. Visitor B viewed a product, added it to the cart but didn't complete the buying process.

These 2 examples would be retargeted in different ways based on their actions or preferences. What that means is you would need to create ads, which are specific to those segments. Customised advertising is always going to provide a higher conversion rate simply because you are putting relevant ads in front of prospects who have demonstrated a preference.

The most successful marketers use retargeting to gauge their customers' interests and then show them a series or sequence of customised ads that will appeal to them in a more personal way. By showing them a series of ads instead of just one, prospects are less likely to succumb to ad fatigue and more likely to engage.

This type of retargeting allows you to drill right down to the individual prospect's wants and needs and to address their concerns or objections directly. This is intelligent targeting and has many more options for you as a marketer or product seller than you might at first realise.

It allows you to scale your efforts and laser target your advertising for absolute maximum returns. The downside is it takes time to set up a campaign like this, which is where we come in.

Our experience and expertise in creating highly successful retargeting strategies are what we do. We make the whole process easy. Easy to set up, easy to monitor, easy to understand and easy to sell your products and services to the people who want them.

Our digital marketing agency is different from others who simply offer to set up your retargeting campaign and then leave it to flounder, while you face the wrath of hundreds of angry site visitors, clambering to switch your ads off. We work with our clients on a one-to-one basis and tailor their retargeting campaigns based on their objectives.

Our methods are different too because we consider your prospective customers and take into consideration their interests and preferences. We don't just hit them with generic ads the minute they leave your website. We have to think like a customer and tailor our services accordingly.

In this report, we briefly explain our marketing strategies and we hope you will be able to see how our levels of service differ from most others in this competitive industry.

Here are 7 examples of magnificent marketing techniques that we can set up to help your business gain more customers and dramatically increase your bottom line, your ROI or to simply grow your business. These methods can work to increase sales or just to increase exposure for branding purposes. Whatever your objective, we can work with you to achieve it.

your offers. It can be adjusted in several ways including changing the ad content so prospects are not over-exposed to the same ad.

This is just one of the services we offer. We can create any number of ads, add the pixel code to your website and provide you with analytic data so you can see instantly how well your ad is performing. You might just want to raise your company profile build your brand or increase awareness, in which case this type of campaign will work just as well.

Marketing Strategy #2 – Email Retargeting

If you are trying to acquire new customers via email marketing then it's very likely you will either rent a list of prospective customer names and emails or you will generate your list via a web form on your website. Sending emails to a "cold" list is never very productive in terms of conversions and so it's best not to try and sell anything in a cold email. Instead, use the opportunity to provide information only.

You can create an intro email, explaining what your business does and



how they could benefit from your products or services. The main objective of the email is to get prospects to come and visit your website. Once there, they can be retargeted later with ads, which are designed specifically about your products or services. You could also upload your entire email list to Facebook and create *Custom Audiences* that you can then show your ads to exclusively. This method can be highly profitable.

This marketing strategy will help you to segment your audience based on their preferences, which makes retargeting a whole lot easier and much more successful. Email retargeting is especially successful with

abandoned cart customers. These prospects have visited your website and intended to buy but for one reason or another, have backed out at the vital hurdle. You need to send them an email quickly and get them back on board or simply retarget them with ads, similar to the product they were initially intending to buy.

Prospects who have visited your website and willingly given up their names and emails in exchange for a free report or a discount coupon or anything else of value are the hottest property. Retargeting these prospects can be very rewarding. Some companies have been able to increase their ROI between 300% and 2000% by using this method.

Even a modest 40% increase would make a big difference to your bottom line.

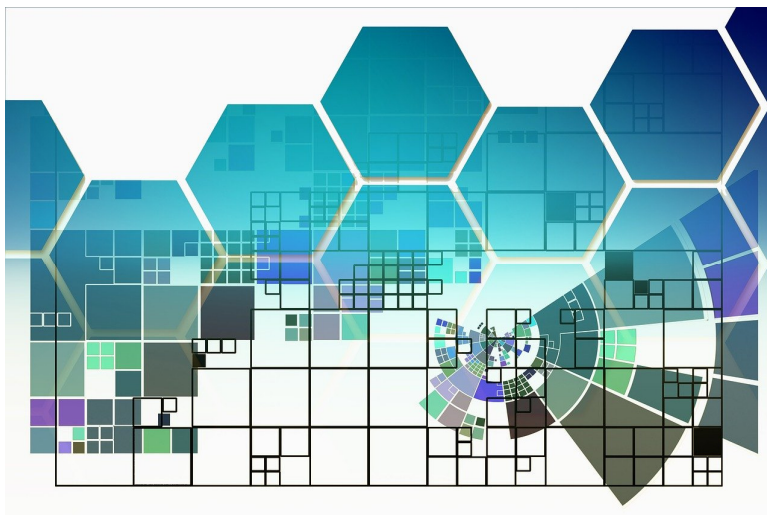
Email retargeting, including link retargeting, is another level of service that we offer our customers. Email campaigns can be tailored exactly to the prospect based on their preferences. It works well with both e-commerce businesses and small businesses that offer bespoke services such as accountants, electricians, plumbers and estate agents.

Email retargeting also works well for the hospitality and just about any other type of service business, where a more personal approach is appreciated by the customer.

Marketing Strategy #3 – Segmentation Retargeting

Segmenting your target audience works effectively with both Facebook and Google Ads and also email marketing. It has huge benefits with increased sales over the long term. It involves a little more work in setting up but this method can produce exceptional results.

Any type of business that sells more than one product or more than one service can benefit from this type of campaign. Companies like Amazon quickly caught onto this method and now use it directly on their website. If you have ever bought anything on Amazon then you will have noticed that after the sale process is complete, you will be presented with a range of similar products, with the caption, “Customers who bought XXXX also bought this item.”



You will have been immediately segmented based on your buying preference. It's a similar situation when you segment your website visitors based on the products or services they checked out on your website. This is laser targeting and is

far better than any generic retargeting, where many ad impressions are simply wasted on visitors who have little interest in specific products.

So, if you have an e-commerce website and sell various products then it makes sense to segment your audience based on the pages they have visited and the products they have bought. However, for segmentation to be effective you need to generate a lot of visitors to your website. It's not going to be very cost-effective to target small groups who have specific interests. It's simply a numbers game.

In the early stages of a retargeting campaign, you might want to segment buyers from non-buyers or site visitors that subscribed to a newsletter etc. These groups could then be segmented further into subgroups with specific interests. Some of these prospects might move

from group to group, in which case we can use real time *Dynamic Segmentation* to identify them and serve them with ads accordingly.

That's how we drill down to the core of your campaign. Not only can we set up your retargeting, but we can also segment any parts of it so that it becomes easy to target prospects who are more likely to buy your products or services. Alternatively, you might just want to increase awareness of your range of services, and segmentation can help with that too.

Marketing Strategy #4 – Geo-targeting Strategy

A highly targeted, customised campaign can be very effective if you consider geo-targeting, which simply means targeting an audience based on their location. This is particularly pertinent to prospects who might be interested in holidaying within the UK or in buying UK made products. It can, of course, be any one country or even any one county or town depending on the product or service being offered.

This method is ideal for local service type businesses who don't want to travel hundreds of miles to see their customers, or expect their customers to travel far to see them. A plumber, for example, might service an area of 10 miles radius from his business premises and a dental practice might only want to advertise in the town, in which they are based.



A larger business with several branches nationwide can use geo-targeting in their ads by mentioning there's a service provider near you or to visit their website to find their nearest local branch. Geo-targeting works with Facebook and Google Ads because they each allow you to target specific locations and they will also provide you with data relating to the possible reach of your ad.

Segmentation also works well with geo-targeting. For example, if you are promoting an upmarket product you might want to target areas of a city, in which it will have more appeal, or in which the clientele are more affluent. Geo-targeting is all about increasing conversion rates by promoting your products or services to prospects who reside in certain geographical locations, and in which your product or service might be more relevant.

Some further examples might be, sales of 4X4 vehicles to rural locations, a car sales or repair business, a restaurant to the local

community, location-based special events and local shops or artisan food producers. Your geo-targeted ad may get far fewer clicks but they will be much more relevant to the product or service you are promoting.

A combination of retargeting and geo-targeting is ideal for any local business who needs to reach their local market. This is something we can quickly set up for any type of business regardless of what they make, sell or promote. It's a very cost-effective type of advertising that can increase sales by providing you with a regular clientele.

Marketing Strategy #5 – Retargeting for Cross-Selling & Upselling

Customers who have bought a product or service from you have demonstrated trust and providing they are happy with their purchase journey, they will very often buy again. Successful businesses understand the lifetime value of their customers and by careful nurturing can extend their relationships with their customers over many years. Once again, Amazon is very good at this leverage tactic but don't seem to follow up as often as they could.

The question is how often is too much and when is it too soon? If someone buys a product from your website, how long should it be before you offer them another similar product? The short answer is “immediately” because they are in “buying mode”. However, your customer might feel pressurised so you have to strike a balance. It's often a good idea to inform your customers who have just made a purchase that you can also provide them with a related product just as Amazon does.



For example, if you were selling sports shoes and someone makes a purchase from your website, they can be retargeted with an offer to buy

sports socks. An upsell might be a tracksuit. However, now that you know what your customer is interested in you can always offer them a cross-sell or upsell product later through retargeting with an ad that is designed to appeal to their interests.

One important factor to note here is when a customer makes a purchase, they have their credit card to hand and so it's much easier for them to buy something else at that particular time rather than later. Some will and some won't but quite a high percentage of those that don't buy immediately will buy again later when reminded. In many cases, this type of marketing can increase immediate sales by more than 40%.

The best option for upselling is to offer a discount on a more expensive product, which will only be available at that time. For example, with the sports shoe purchase, you could show the customer an ad, which says they have qualified for a 20% discount on a tracksuit but the offer is only available now. There's no hard sell involved just an offer that many might want to take advantage of.

These are the kind of cross-sell and upsell offers we can create for you with our retargeting strategies.

Marketing Strategy #6 – Website SEO Marketing

Whilst retargeting or remarketing can dramatically increase revenue, there are ongoing costs associated with these methods, which is acceptable so long as the bottom line shows a profit. However, much sought after organic traffic almost always converts at a higher rate than paid traffic. That's because prospects are proactive in finding your products and services and are in the market for what you are selling.

We're talking about web page optimisation or SEO. There was a time when SEO was quite a straight-forward affair but that has changed somewhat after Google initiated several algorithm changes. However, even now, just about every man and his dog are offering SEO services that don't work and that's because of a lack of understanding about how and why Google indexes and rates web pages.

SEO marketing is a slow but sure form of marketing and if done right, can propel your website into the magic top 10 positions on a page one results for any specific keyword. So, let's quickly look at what's required to make some headway with SEO.



Page URLs should include a primary keyword, landing pages should have title tags and Meta descriptions plus ALT tags for images. That's just for starters. Backlinks are important too along with keywords and keyword phrases, which need to be incorporated into the text content of a web

page in a “natural” way.

This is where many website owners and some SEO “experts” get it all wrong. They think if you just add plenty of keywords then the page will get indexed and ranked. They obviously haven't heard of keyword spamming or keyword stuffing.

Google knows when a page has been properly constructed for both the site visitor and the Google bot and there is no way around their rules for SEO. Quality content will win every time over poorly written content that contains too many keywords, which can make the content useless and meaningless. It's important to remember that Google's mission is to provide its users with relevant, fresh and high-quality content every time.

The more valuable and relevant the information your website provides, the more you will be rewarded by Google with a higher position beckoning and free organic traffic for the effort. That's where we can help. We can provide a complete analysis of your website and make or suggest changes that will bring the SEO results you desire... over time.

Marketing Strategy #7 – Analytics

No marketing strategy is worthy of any financial investment unless the results can be fully analysed. That means tracking every site visitor. Without a proper analysis of how your marketing campaign is performing, you will never know what areas need tweaking and whether you should do A/B split testing. So analysis is probably the most important aspect of any marketing campaign because it can provide the facts and evidence about what is working and what is not.

Analysis provides you with insight and can change your beliefs from what you think you know about your ideal customer to what you actually know. This vital data opens up huge opportunities for you to maximise your ad spend and to increase your revenue, whilst beating off your competition. It also allows you to fully customise your campaigns for laser targeted accuracy.



By analysing your marketing you can instantly see what is working with image ads, text ads, video ads and emails etc. You can know more about your customer's demographics, buying habits, searching habits, interests and preferences. This is all vital information that your competitors would “kill” for. Without it, you are not only at a big disadvantage, but you are also only seeing part of the overall picture.

Analysis allows you to segment your target audiences so you can better serve them. It also allows you to predict trends and to identify the most receptive channels for your marketing campaigns. For example, is Facebook better than Google? Is image ads better than video ads? How does advertising on Instagram compare with Facebook and Google? And what data is readily available now and how have others in your market performed?

Every aspect of your marketing campaign must be analysed so that a complete picture can be created, showing you how your ad investment is working or not, as the case might be. That's what we do. For every marketing strategy we deploy on behalf of our clients, we provide a simple and easy to understand analytical report.

We crunch the numbers and you get the inside scoop about your market and how best to improve your ads and increase your conversions. Analytic data has the potential to maximise your ROI. Talk to us about your marketing needs. <http://deekaydeedigital.com>