

# 50 GAME- CHANGING REMARKETING STRATEGIES

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**SOCIALGARDEN**

**FOR SOME MARKETERS, THE IDEA OF REDOING AND REMARKETING A PRODUCT, SERVICE OR BRAND IS BOTH A DAUNTING AND EXHAUSTING TASK. BUT IT DOESN'T HAVE TO BE, AS LONG AS YOU'RE COMMITTED.**

**GIVE YOUR DIGITAL MARKETING CAMPAIGN A FRESH NEW LOOK WITH SOME OF THESE GREAT REMARKETING STRATEGIES.**



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## TEST OUT DIFFERENT STRATEGIES AND COMPARE.

Design two separate ads for a specific demographic. Run them both and compare their click-through-rates to see which one was more effective.

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## TEST OUT THE CADENCES OF YOUR ADS.

Should you run ads every hour? Every day? Every week? Run a few beta tests to see how often your audience is out there and when is the best time to catch them.

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## CREATE INDIVIDUALISED LANDING PAGES FOR EACH CAMPAIGN.

Some of the most successful companies have more than 40 different landing pages for each ad. While this is not always feasible, you can start small and work your way up.

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## SET SOLID, ATTAINABLE CONVERSION GOALS.

Be realistic about what you can and cannot accomplish and set concrete goals for yourself so you know success when you see it.

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## STAGGER YOUR ADS DURING THE HOLIDAY SEASON.

Create several different ads and schedule them throughout the holiday season well in advance. You'll probably be so busy during the holidays, and you won't want to bother with ads.

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## PUT OUT MORE HOLIDAYS ADS IF POSSIBLE.

People are looking for gift ideas so make sure your ad is right where they can see it.

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## DON'T BOMBARD THE SAME PERSON.

Although you want to advertise, you don't want consumers to get annoyed by your persistent ads. Switch out the ad copy from time to time, and keep the frequency of each ad reasonable.

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## TEASE AND TANTALISE.

Your conversion rates will almost always go up after you run an ad, but if you run it too often, people will get sick of it. Find the fine line between too much and too little.

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## INCLUDE ALL YOUR SITE VISITORS ON YOUR TARGET LIST.

Your list may not be as targeted as you would like, but you can be sure the people on it were at least intrigued enough to visit your site. They may want to visit again.

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## RESTRICT THE REMARKETING CODE SO IT'S ONLY ON YOUR HOMEPAGE.

Anyone who finds your site through an organic search or a referral link will automatically see the code when they enter your website through the homepage.



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## INCLUDE IT ON YOUR YOUTUBE CHANNEL AS WELL.

Create several If you're running tutorials or how-to videos on YouTube, be sure to target your viewers by adding the code there too. Viewers will watch the video, see the ad and click to learn more.

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## APPLY BUYING CYCLES TO TARGETED ADS.

If someone leaves a product in their shopping carts, you should be targeting that person. Schedule ads based on your site's typical buying cycle or schedule ads to run the day after, 15 days later and 30 days later. This will help keep your product in the consumer's mind.

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## ADD TO POINT #12.

Different industries have different buying cycles. An online clothing store and a party supply store do not have the same cycles so plan to your strengths.

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## ALIGN SPECIFIC MARKETING TAGS WITH SPECIFIC MARKETING PRODUCTS.

Have a range of marketing tags that correspond with specific products. For example, a shoe store can send targeted ads for boots if a user has searched for boots.

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## EXPAND YOUR KEYWORDS.

You probably have a solid list of keywords, but you will need to add more. Consider adding "comparison" or "reviews" to go after consumers who are not quite through the sales funnel.

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## DON'T FORGET ABOUT COOKIES.

Before an ad is even displayed, the marketing list needs at least 500 cookie visitors so consider where your audience is when building this list.

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## UPSELL WITH REMARKETING STRATEGIES.

ou already have people using your basic service. Why not target them and show them the features of your premium service?

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## RETARGET BUYS WITH SIMILAR PRODUCTS.

If a user bought a scarf from you, create an ad to see gloves, hats and earmuffs to complete the look.

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## LOOK LARGE, PLAY LARGE.

The more ads you have out there, the better chance visitors will perceive your company to be larger than it is. Create local, national and international ads to target big events such as the Olympics, the Super Bowl or the World Cup.

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## SET UP AD-ONLY DEALS.

Run specials in your ads that cannot be found anywhere on your site. Be sure your viewers are aware that this deal is only available to those who click on the advertisement.

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## SPECIFICALLY TARGET SHOPPING CART ABANDONERS.

They've filled their cart, and now they've left it there before purchasing. Create ads to remind them what they're missing out on.

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## TARGET THOSE WHO SIGNED UP FOR MORE INFORMATION.

They're new to your products so keep the information basic and introductory in feeling.

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## HAVE SPECIFIC ADS FOR REPEAT CUSTOMERS.

Customers who have already purchased from your site know the drill and know what you have to offer. Share what's new or remind them why they loved your products before.

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## DON'T ALWAYS FOCUS ON PURCHASES.

Getting a person to sign up for newsletters or loyalty programs can be equally as beneficial as a sale. Run ads that ask for visitors to sign up for newsletters or webinars.

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## GO AFTER CONSUMERS WHO ARE CANCELLING SERVICES, UNINSTALLING A PRODUCT OR STOPPING A SUBSCRIPTION.

Present them with an offer too good to pass up, and you just might save a few customers.

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## CHASE CUSTOMERS WHO VIEW A PROMOTIONAL OFFER BUT DO NOT ADD IT TO THEIR SHOPPING CARTS.

Play up the benefits of your product and show consumers why it's better than the competitor's product.

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## POINT OUT NEW PRODUCTS TO VIEWERS WHO LOOKED AT OLDER PRODUCTS.

If a video game store site wanted to promote the newest Halo or Call of Duty games, they might target viewers who bought or looked at previous versions of these games.

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## CREATE YOUR OWN RETARGETING EMAILS FOR CUSTOMERS WHO DO NOT COMPLETE THE CHECKOUT PROCESS.

Entice them with a reminder image, offer a small discount or detail your company's return policy. Any of these might compel your viewers to complete the transaction.

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## THINK LIKE A CONSUMER.

What problem does your product solve or what perk does it offer? What separates similar products you offer? Ask yourself what information your viewers need in order to make an educated purchase and go from there.

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## ENCOURAGE CUSTOMERS ON THE BRINK OF CHECKOUT THE CHANCE TO SPEAK WITH A CUSTOMER SERVICE REPRESENTATIVE OR USE AN ALTERNATE CHECKOUT METHOD.

A pressing question might be holding a customer back from making a purchase. Pop-up windows are a viable solution for this, but beware. Too many pop-ups will chase away visitors.

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## REACH OUT TO VISITORS ON THE FAQ PAGE.

Maybe they have additional questions. Send out a query email to these visitors and see what questions they need answered. Ads that answer some of or their entire question will encourage viewers to click through the ad.

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## HONOUR YOUR LOYALISTS WITH VIP TREATMENT.

Set up exclusive sales and offers for customers who regularly shop on your site.



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## GO FOR SITE MEMBERS AND FORUM POSTERS.

They've already shown their interest by discussing or engaging with your company.

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## SHOW OFF YOUR ACCESSORIES.

If you buy a coat, you'll need some gloves to go with them, right? Target customers who have bought bigger items might need accessories to go with them.

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## SEND OUT BIRTHDAY OR ANNIVERSARY REMINDERS.

If you keep track of your customers' birthdays or the date they created an account with you, congratulate them with a reminder email or ad that encourages them to buy again.

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## GIVE A NOD OF APPRECIATION TO YOUR SOCIAL MEDIA FOLLOWERS.

Create sales and promotions that can only be claimed if a consumer like your Facebook page or follows you on Twitter. You'll get new followers who will hopefully encourage their friends to follow.

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## CREATE URGENCY AROUND THE HOLIDAYS.

Phrases like 'last call' and 'late minute' mean the deal is ending soon so consumers need to buy now or else miss out on a good offer.

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## INCORPORATE YOUR BRAND IMAGE INTO ALL MARKETING MATERIALS.

This will help create brand recognition. Consumers will be more likely to click on your ads if they recognise them.

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## STRATEGISE AD WORD LOCATION.

With Google Adwords, you can choose where you want your ad to go. Try out a few sizes and locations for your ads, compare the results and stick with a certain size and location.

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## DON'T NEGLECT YOUR SOCIAL NETWORKING OPPORTUNITIES.

You can get a lot of free advertising just by regularly posting and connecting on social media sites. Address your community and they might just answer you.





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## JAZZ UP YOUR WRITING.

Word like 'free', 'limited-time' and 'trial' will pique a viewer's interest and have been known to increase conversion rates.

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## TIME OUT CERTAIN ADS TO TARGET CONSUMERS WHO HAVE MADE A PURCHASE AND NEED MORE.

If a consumer purchases a coffee machine from you, they're going to need coffee, which means their supplies will run out before too long. Create ads that sell coffee and space them out so consumers receive the ads as they're running out of coffee.

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## CREATE ADS FOR DEMOGRAPHICS.

Determine the different demographics you want to target and create different ads to cater to their different needs.

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## TURN NEGATIVE KEYWORDS INTO POSITIVE RESULTS.

Stop your ads from being seen by the wrong people by restricting the keywords.

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## CUSTOMISE YOUR COMBINATIONS.

Men and women's shopping habits are not the same so don't always target them to same way. Create ads with the same messages and then cater them to certain demographics.

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## GO AFTER CUSTOMERS BASED ON HOW THEY GOT TO YOUR WEBSITE.

There are plenty of ways to get people on your site (ads, links, organic searches), so create ads to target those who got to your site through a link or a specific ad.

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## RETARGET NEW CUSTOMERS.

After a customer searches for a product, make sure your ad displays on their screen within the same day. They might not have clicked on your site, but they'll be more likely to remember your name..

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## USE GOOGLE ANALYTICS, UNBOUNCE OR OTHER ANALYTICS ANALYSES MARKETING TOOLS.

These programs will help you see which strategies are working and which ones need to go. You'll be able to see your conversion statistics in one place.

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## HIRE AN EXPERT.

If all your efforts seem to fail, contact a digital marketing company to see what they can do to boost your conversion rates.

It can be hard trying to figure out how you should be approaching, implementing and adapting your remarketing. But with these 50 game-changing ecommerce remarketing strategies, you'll be able to make the most out of your campaigns.