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# The Remarketing Cheat Sheet

A guide to remarketing your brand

# What Is Remarketing

Remarketing is the process of tracking your digital traffic from a search campaign (Google adwords) and retargeting your message to your potential customers.

## Why use remarketing?

If you have a search campaign running (adwords) and you're paying google for traffic to your site on average out of 100 people that visit your website only 4% will take an action after viewing your landing page. So if you are paying \$1 a click then that = \$25 per customer!

This is because not everyone is ready to contact you straight away, statistics show 30% of traffic are in a position to act but many factors delay them from doing so.

**But you still have to pay Google for each click.**

So what are you doing with the 96% of people who didn't convert? That's where remarketing comes in.

## How remarketing works:

If a customer visited your website or a landing page but didn't call or contact you, you can remarket to them on the google display network, the YouTube ad network or through Facebook.

*This means when they are browsing other websites and they are logged into their personal Facebook account, an ad would appear for your business so they are reminded and can click on the ad again. you do this by adding a tracking pixel (cookie) to them after they visit your page.*

The price tag for re-marketing is much lower than a standard pay per click (PPC) search campaign.

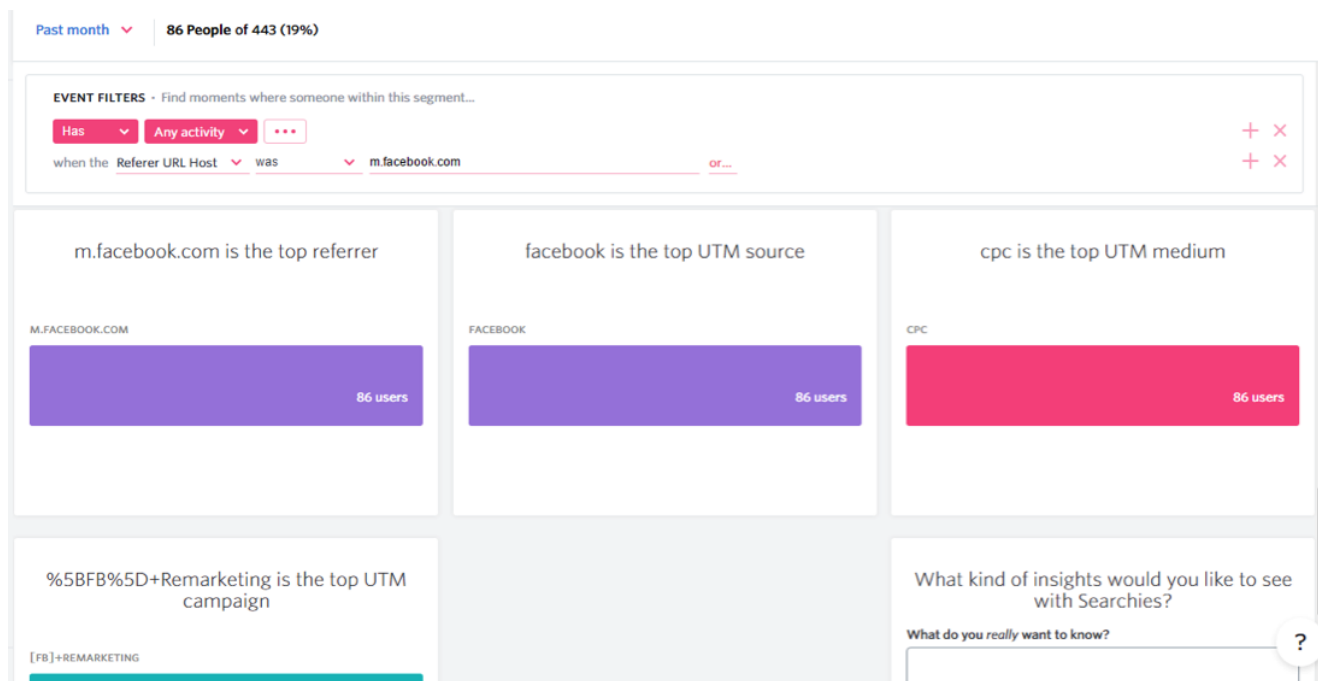
- While a Google Pay Per Click search ad could have an average cost per click of \$2- \$3, a remarketing ad has an average cost of \$0.25-\$0.60.
- Just like a PPC search campaign, you are only paying when someone actually clicks on the ad. If they do not click on the ad, there is no cost, but **you still are able to give a visual reminder about your site to that potential customer.**

The reason that remarketing is so effective is that seeing your offer appear multiple times, creates brand awareness and reminds your visitor to take action.

So when they are ready to make that decision to pick a solution you are the one they remember to choose! And guess what is even better, your competitors are probably not using retargeting so you get a bigger piece of the pie

## Customer case study

- 443 contact form inquiries (leads) in the last month
- 19% are coming from Facebook remarketing alone (86 users)
- Cost of each lead through facebook = 32 cents  $86 \times 32 = \$27.52$  for 86 leads
- Cost of each lead through Adwords = is between \$1.20 and \$2.26





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## Contact Us

Get in touch touch with us to find out more about re-marketing for your business.

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