

Special Free Report

# facebook<sup>TM</sup>

## Remarketing 2019-20 Made Easy

Powered By "Your Website URL here"

Skyrocket your Sales and Profits With Our  
Proven & Tested Facebook Remarketing  
techniques

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# Introduction:



Welcome to the latest and very easy to apply "Facebook Remarketing 2019-20" Special Free Report, designed to take you by the hand and walk you through the process of getting the most out of Facebook Remarketing in 2019-20, on behalf of your business.

I'm very excited to have you here, and I know that this will be very helpful for you.

This Special Free Report Will Show You Step-By-Step, Topic By Topic, And Tool By Tool, What You Need To Know To Dominate Facebook Remarketing, In The Easiest Way Possible, Using The Most Effective Tools And In The Shortest Time Ever.

This Special Free Report Is Comprised Of 7 Chapters, Ready To Show You The Latest Facebook Remarketing Strategies Through 2019-20.

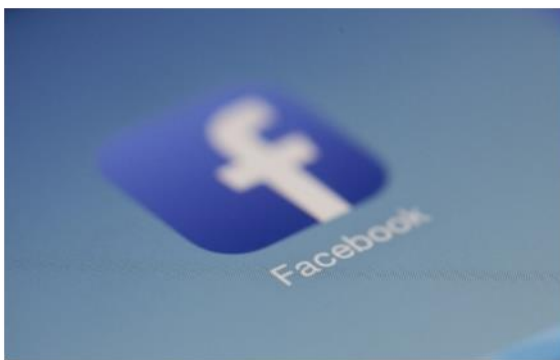
Well, It's Time For You To Start Getting The Most Out Of Facebook Remarketing In 2019-20, On Behalf Of Your Business.

I know you'll love this training.

# Chapter 1: What Is Facebook Remarketing all about In 2019- 20?

## What is Remarketing?

Remarketing is one of the latest digital marketing techniques today. It is a procedure that allows you to follow up with audiences that may have: (i) already been converted, (ii) clicked on some adverts, (iii) previously visited your website, (iv) shown interest in your products or even (v) made some purchases from you.



## What is Facebook Remarketing?

There are chances you must have seen some adverts on Facebook that looks like they were

specifically drafted for you. Or perhaps you have spent some time reading about a particular thing on Facebook. But before you know it, you begin to see related pop ups in your feed.

If that sounds familiar, then that is Facebook remarketing.

## How Can Remarketing Benefit My Business?

No business will be content with only a single purchase, without keeping in touch with their customers. This is why you must

remarket quickly and strategically. Remarketing is known to improve conversions radically.

Simply put, each exposure to your brand makes it more likely for your existing customers to buy more and to create new customers. Thus, instead of starting over to reach unfamiliar customers, a well-placed and timed remarketing campaign will help you cut down on your marketing costs, build a customer-base easily and generate more sales.



## Why Should I use Facebook for Remarketing?

The most important benefit of remarketing with Facebook is that

it helps to boost conversions and lowers the overall cost per customer acquisition.

## How can I get Started With Remarketing on Facebook?

To start retargeting campaigns on Facebook, you need to concentrate on custom audiences. By putting rules in place as to who makes up your custom audience, you can target your ads towards them.





# Chapter 2: Remarket to People Who Almost Completed Their Purchase

If you want to make people come back to your website and complete the purchase of your products, you should try your best to avoid people not finishing the purchase on your website, and then take advantage of Facebook Custom Audiences to remarket to them as your backup plan.

## Shopping cart abandonment

In the world of e-commerce, Shopping cart abandonment is a bitter truth. This is the most disappointing problem for



online marketers. How do you minimize cart abandonment? So, if we check the average of shopping carts which are abandoned, the rate is round 80%.

So, don't look at the average percentage and don't give up. Let's see it with a broad mind and take it as an opportunity.



## Promo Codes and Discount Offers

The best method to deal with your purchases is to escape cart abandonment from ever occurring in the future. So, to

achieve this goal, at the most important point in your purchasing process hit your shoppers with the most amazing and attractive offers.

You should take this critical point as an advantage since many purchasing decisions are done on the checkout pages and cart. On these pages always offer your shoppers a promotion to entice them to complete the purchasing process.

## Exit Offers

In this training, we also want you to save some bucks in paid advertising, so exit offers can help you decrease card abandonment significantly, so



you can leave Facebook remarketing ads as your last choice, and not the only one.

Sometimes shoppers go away from your online store despite your hard work of driving sales, they move away through small cracks.



## Simple Targeting Rule

Another way is the use of a simple targeting rule which you can use to target high value carts. Shoppers which

will have a certain dollar amount in their cart or a specific item, you can present them offers using the simple targeting rule. At this moment you can go for the exit offers for those shoppers which want to deal with higher value products.

## Methods to Remember for Remarketing to Shoppers at the Cart Page

As a recap, here's a list of the best methods for you to remarket to shoppers who almost complete the purchasing process:



- ✓ Always remarket the same item to shoppers that they didn't buy.
- ✓ Use Promo codes or discount offers to influence shoppers to complete their process of purchasing.
- ✓ Present exit offers to shoppers at the very last moment.
- ✓ Convince Shoppers with limited time offers.

# Chapter 3: Convert Free Trial Users To Customers By Remarketing TO Them

When you are going to start a business, you just need a solid plan of business which is based on a marketing term called the 4 Ps.

Let's discuss them all one by one.

## Product

First of all we need to care about our product (what we mean by product is anything you want to sell whether it's software, training or a physical good). Quality of product is the most important thing in marketing. It is natural that when a person gets a good quality product, they will prefer to buy from you



again and suggest others to buy from you as well.

## Price



It's natural that we all want to buy a good thing at a low price. We are not telling you to keep to always keep your prices low. We are just suggesting you keep the price of your product low to start. It doesn't mean you should start selling your products at a low price. Instead give 30% to 50% off sale offer for 20 days.

Another killer strategy to convert is by offering Free Trials. This allows the potential buyer to test the product, get excited enough and easily pay for the full price afterwards.

## Promotion

Promotion is a crucial part of the plan. Get people knowing about your product.

The image shows the words "SPECIAL OFFER" in a bold, 3D, red font. The letters have a slight shadow and a beveled edge, giving them a three-dimensional appearance. The text is centered within a white rectangular box that has a thin grey border.

Digital marketing is trending nowadays. For this social media marketing is good and we prefer Facebook in all these.

Why Facebook? we prefer Facebook because...

- ✓ It's low cost.
- ✓ It's Easy to start a campaign
- ✓ It can target a narrow audience



- ✓ It can target people who are already using your product through a free trial.
- ✓ It's a vast place, so we can target people easily.



## People

Now at the final stage we need to understand which type of people are going to buy our product.

e.g: We need to show our prospects at least one benefit, no

matter which type of product it is. In short, we just want you to understand that you need to show people what they actually want and don't show them irrelevant things.

## Remarketing

Now it's time to think how you can convert your free trial users into premium users with remarketing.

We prefer Facebook remarketing here. Let's have a short discussion on that. The following are some points regarding this.



- ✓ It is little similar to google ads, but in Facebook remarketing your ads will be shown on Facebook by selecting a “Custom Audience”.
- ✓ There is not a big difference in google ads and Facebook marketing. In google ads your ad will be shown on a web site, on the other hand in Facebook remarketing people will see your ads on their Facebook news feeds.
- ✓ Plus point for using Facebook remarketing, social media especially Facebook is the best place to advertise something because of it's popularity. So, you can target as many people as you can.
- ✓ You can target your free trial users only. The benefit of it is, you can target only the people you want. For example: If you want to show ads to people who are already using an app or a website as a free trail. Which allows you to serve ads only to the list of contacts you've already acquired.
- ✓ People who will sign up for the free trial will definitely provide their email address and we will target only those on Facebook through remarketing, so we will be spending our money for ads on the right people.
- ✓ The custom audience is the most powerful and unique tool of Facebook remarketing. It is more like email marketing.

# Chapter 4: Facebook remarketing

## Do's and Don'ts in 2019-20

### Do's

**Exclude custom audiences from other retargeting campaigns**

Of course, it is ideal to want to reach as many audiences as possible, particularly for more sales. But be careful to not get carried away with remarketing. Do not annoy people who have already converted with ad overload.



### **Set up an efficient tracking system**

There is no way to successfully perform Facebook retargeting without remarketing to the audience who engaged with your website or content. To achieve this, you will need to set up a tracking system.

A good tracking system can make all the difference in your Facebook retargeting campaigns.





## DON'TS

**Don't opt for a broad campaign:  
narrow it down**

Dealing with a broad campaign is probably the biggest and the most common Facebook retargeting mistake. A typical retargeting campaign targets every site visitor in the last 30 days.

If this is the only thing you do, it doesn't matter how incredible your ads are, people won't convert. Rather, you need to redefine your audience by targeting specific URL visits, time on site and frequency to achieve a better conversion rate and CTR.

### **Don't overdo your retargeting**

Have you ever stumbled upon an ad on Facebook that you have seen repeatedly and now it's becoming overbearing? I personally get irritated and I'm sure your audience will feel the same.

According to a survey conducted by AdEspresso, they found that those ads that were displayed repeatedly result in a CPC increase and a CTR decrease. To help reduce the frequency of your ads, you can set up an automated rule in Facebook manager to limit the number of times your advert is placed before your audience over a period of time.

# Chapter 5: Facebook Remarketing Premium Tools And Services To Consider In 2019-20

Perfect Audience [www.perfectaudience.com](http://www.perfectaudience.com)

Perfect Audience is also a retargeting tool similar to AdRoll. In a few easy steps, you can set your desired retargeting campaign using a variety of segmentation criteria.

It allows you to create and run ads at any given budget you set. Like AdRoll, Perfect Audience is also a cross channel and cross-device tool with a simpler interface and less sophisticated features.

Qwaya [www.qwaya.com](http://www.qwaya.com)

Qwaya is professional Facebook and Instagram ads tool where you can track your remarketing ads. It is specially designed for media marketing experts with a wide variety of features like A/B testing, Campaign analysis and management, engagement analytics, multi-channel marketing, and third-party integration.

One popular feature of Qwaya is it allows you to schedule your campaign at times when it's more likely to produce better results. Unlike

Facebook Ads Manager, this tool is available on a monthly paid subscription basis only. Price starts from \$149 per month.

### **AdEspresso** [www.adespresso.com](http://www.adespresso.com)

AdEspresso is the blend of ease and sophistication in one social advertising tool. Its sophistication lets you manage your Facebook remarketing efforts with awesome flexibility. Small businesses can create and manage advertising content across different channels including Facebook with minimal cost, time and effort.

Popular features of AdEspresso includes effective data sync tool for retargeting in multiple platforms, quick and clear drag-and-drop PDF Report generation, customization of report templates and detailed metrics for data analysis. It is also more affordable for small businesses compared to Qwaya as the subscription fee starts from \$69 per month.

### **Hootsuite Ads** [www.hootsuite.com/products/ads](http://www.hootsuite.com/products/ads)

Hootsuite Ads is a popular tool for Facebook remarketing for some of its distinctive features. It selects the posts best suited for your target audience by scanning your Facebook page. It guides you with it's automated targeting and bidding algorithm to design your campaign that may yield the best outcome.

# Chapter 6: Facebook Remarketing

## Success Stories

### [Maple Bear Brasil](#)

Maple Bear Brasil is an international school system that provides bilingual education in English and Portuguese.

Its aim was to cut down costs per lead by 30% without disrupting precision.

By Using the Facebook Pixel, they where able to create Custom Audiences based on region, age, interests and people with school age children. They also used Lookalike Audiences in order to reach the right people.

This successful campaign brought them 3 times more leads, minimized cost per acquisition at 2X and got a 40% reduction in cost per lead as well.

### [Entel](#)

Entel is a telecommunications company that has been offering internet and phone connections in Peru and Chile since 2014.

They wanted to skyrocket their phone sales by running a 2-for-1 promotion on mobile phones.

They decided to use Custom Audiences in order to show the ads to people who previously showed interest to switch their actual phone company or get another mobile phone. To achieve this goal, they ran a Facebook campaign that showed five images of a 2-for-1 phone promotion, targeting people in Peru aged between 18 and 65 only.

Thanks to this customized campaign, they were able to generate an 8% uplift in sales in the devices for the 2-in-1 promotion and 2.8% increase for other devices as well.

### [Procter & Gamble And Magazine Luiza](#)

P&G is a consumer brand that sells family care products while Magazine Luiza runs more than 900 stores in Brazil.

Both the giants wanted to increase their sales so they opted for a collaborative ad on Facebook to target people for brand awareness and easy conversions. They also used the Facebook pixel and Custom Audiences for this.

The collaboration did wonders as P&G yielded a 5.2X higher return on ads for both pampers and Gillette products, and Magazine Luiza enjoyed higher returns as well.

# Chapter 7: Facebook Remarketing

## Frequently Asked Questions in 2019-20

**Do custom audiences update automatically?**

If you set a rule for your custom audience that when they visit a specific page of your website, the custom audience will automatically update to those people and if you don't set the rules it will update anyone who will visit your website.



**How long does it take for a custom audience to populate?**

It will take only 30 minutes to populate the custom audience. When it's ready to use then there will be a notification for you on your website.

When a new Facebook custom viewer is made then it will take 30 minutes to populate the custom audience.

The number of people that are connected with your content will have an impact on the number of Facebook consumers of your business.

## How Many People Do You Need to Make a Lookalike Audience?

Lookalike viewers are viewers on Facebook that can be collected from any dataset like lists of Customers, Pages, website-specific viewers, application users and Engagement-specific viewers. At a minimum, you need 100 users to be able to create similar audiences from any datasets.

After years of working with similar viewers, you need at least 1,000 emails to create similar audiences, and more than 5,000 fans to make accurate viewers based on your page or post.

## What is the minimum audience size number for Facebook ads?

The minimum number of viewers that you can use display ads for on Facebook is 1,000 people. When you build a viewer, you will see a note from Facebook that the viewer is too small or dense. If you are building an audience for retargeting, let the ads run as soon as possible.

You also have to keep an eye on the frequency of your advertisements and make sure not to burnout your audience. When you run a standard ad, Facebook will show that the audience is "Too small" with anything less than 1000 people.

## Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Report, and we wish you amazing success.



And in order to take your Facebook Remarketing Efforts even farther, we invite you to get the most out of it by getting access to our Complete Training Guide [clicking here](#) (Insert your Front End offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Facebook Remarketing.

Facebook Remarketing have come to stay in the market forever.

To Your Success,

**Your Name**

## Top Resources

Videos

<https://www.youtube.com/watch?v=RkHPoikX208>

[https://www.youtube.com/watch?v=AGV611S26\\_w](https://www.youtube.com/watch?v=AGV611S26_w)



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Full Training Guide!



#### Tools & Services

<https://neilpatel.com/blog/11-facebook-advertising-tools-thatll-save-you-time-and-money/>  
<https://connectio.io/facebook-advertising-tools/>

#### Training Courses

<https://www.udemy.com/facebookretargeting/>  
<https://www.impactbnd.com/blog/how-to-create-your-first-facebook-remarketing-campaign>

#### Blogs

<https://www.bigcommerce.com/blog/facebook-remarketing/>  
<https://www.wordstream.com/blog/ws/2018/09/04/facebook-retargeting>

#### Forums

<https://www.warriorforum.com/tags/facebook%20ads.html>  
<https://forum.dealerrefresh.com/threads/anyone-use-facebook-ads-and-have-had-success.5657/>

#### Affiliate Programs

<https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=facebook+remarketing>  
[https://www.jvzoo.com/affiliates/findproducts?csrf\\_protected=b2d87214679228e86bd5e5384578284d&product\\_name=facebook+remarketing&cat=&page\\_size=25](https://www.jvzoo.com/affiliates/findproducts?csrf_protected=b2d87214679228e86bd5e5384578284d&product_name=facebook+remarketing&cat=&page_size=25)

#### Webinars

<https://www.youtube.com/watch?v=Ywsz66dGCVM>  
<https://www.youtube.com/watch?v=zg86H6gcUDQ>

#### Infographics

<https://www.wordstream.com/blog/ws/2018/12/10/facebook-ad-targeting-options>  
<https://www.jeffbullas.com/6-fabulous-facebook-marketing-infographics/>

#### Case Studies

<https://connectio.io/13-facebook-ads-case-studies/>  
<https://alidropship.com/facebook-remarketing-case-study/>

#### Facts

<https://www.wordstream.com/blog/ws/2015/10/01/remarketing-facts>  
<https://www.jeffbullas.com/23-extraordinary-facebook-advertising-facts/>

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