

# How Retargeting Will Pay You Handsomely

There are thousands of prospects starving for your product, but most of them won't find it. In the next two minutes, I will tell you exactly how you can use retargeting to turn those prospects into buyers.

Ever had the same ad follow you for weeks?

Maybe you were shopping for a pair of socks, and all of a sudden, your feed gets flooded with ads for socks. This is called "retargeting," and it can get a bit annoying.

If you want to get in front of people who want your product, you can use retargeting. It basically shows your product to people who have been looking for similar items.

Because all the people who see your ad want your product, the ROI for retargeting is the best you'll ever see.

Most people don't even know what retargeting is, let alone how to use it. So, if you become one of the few who can use retargeting correctly, you will be miles ahead of your competitors. Before you know it, you'll be making more money than you can handle.

## You Will Make Money, Guaranteed

If you've ever shopped for something online, you've gone through a process called "the customer's journey."

The customer's journey looks something like this:

1. Prospect is aware of a problem/need.
2. Prospect decides to do something about it.
3. Prospect begins to look up possible solutions.
4. Prospect picks an option and checks out different suppliers.
5. Prospect buys from a supplier.

What retargeting does is get you in front of the prospect, ideally around phase three when they are looking for a solution.

If you get in front of your prospect at stage five, well, they've basically made a decision.

See where this is going?

The money-making potential is massive, but only if you find them at stage three.

It's like offering a starving person a burger. That's why stage three is the best time to get in front of the prospect.

There is one big problem we still have to solve: the TikTok brain, aka short attention spans.

Here's how you can fix that.

## **How to Fix the TikTok Brain**

TikTok has turned everybody's brains to mush. Our attention spans are thinner than a piece of paper. So, how do we get around this?

If we show our prospect the same ad over and over again, they'll get bored and start ignoring it.

It's like giving them a book to read, but every chapter is the same.

That's why we aren't going to show them the same ad twice.

We will make four or five different ads that we can show the prospect.

Once they see one of the ads, we'll retarget them with a new one.

Remember, each ad needs to be valuable and unique; otherwise, the prospect will skip it, even if it is new.

Why should it be valuable and not just unique?

Well, there's a very important reason, so let's get into that.

## **Helping Others Pays Off**

You've probably had an experience where someone does something to help you. Maybe it's as simple as holding the door open—I don't know.

If they do it and don't ask anything in return, you probably start thinking, "This guy just helped me out for no reason. Didn't even ask anything in return! I owe him; how can I return the favor?"

This is exactly what you want when marketing.

Each ad should contain something that makes the prospect feel like they need to return a favor. If you've already delivered a favor, they are way more likely to buy from you, and you probably won't even have to hard-sell them!

Now, I'm not saying you should do good things and expect good things to come in return. Just do good things, and if something good happens in return, that's good.

If you are helping your prospects in each ad, the sale will come a lot easier.

I recommend trying to implement the things I taught here into your marketing. It could really help you get more clients if you do it right.

If you have any questions or need help with your marketing, get in touch here. It's free and could help you make more money. If you are interested in taking your business's marketing to the next level, you can also sign up here for a free marketing analysis.

Talk soon,

Tristan