

How To Generate More Sales From Your Ads Using This Special Technique.

Have you ever wondered why a product you were looking at 2 weeks ago doesn't stop following you around?

That my friend is called 'retargeting', and it is one of the most important marketing aspects to any business that is looking to get more clients and more profits.

Let me tell you why:

Customers Never Buy The First Time Round.

Unless you're selling apples, or rubber duckies, very few customers will actually buy your product or your service when they land on your website for the first time.

And that's a good thing!

'How?' you may ask?

First of all, you need to understand that the buying process that every single prospect on the planet goes through is pretty much the same.

And it goes a little something like this:

Stage 1 - Prospect becomes aware of the problem or need.

Stage 2 - Prospect decides to do something about it.

Stage 3 - Prospect looks up possible options and solutions.

Stage 4 - Prospects picks an option and checks out different suppliers

Stage 5 - Prospects buy from a supplier.

Seems logical, right? But why should you care about this?

Well, if you're gearing your marketing campaigns to the prospects at stage 5, which is what most business owners do, you're pretty much too late; those prospects are practically price shopping.

If you're trying to reach your prospect at stage 1 on the other hand, you'd be much better off just spending your ad budget hiring a psychic to find your prospects, because it's practically impossible.

But if you target your 'Stage 3' prospects...

- A. They're much easier to find.
- B. They're in a much better position to be sold to.

Mainly because...

They're In 'Hunter-Gathering' Mode.

Claude C Hopkins, who ran one of the most successful marketing agencies of his time, was always asked why he hired complete newbies as opposed to marketing graduates.

And his response always went something like:

"If I hired a complete newbie, within a few weeks, I could train him to become a marketing wizard that can generate millions for my clients. But If I hire a marketing graduate, I've got to undo years of brainwashing that these colleges have done to them, so that they could be even a little bit effective"

The point being is it's much easier to win over someone to your way of thinking if they are fresh to your space, and, coincidentally, that makes them much easier to sell your product to.

So, how do you go about winning a prospect over all your competitors?

We can do that by...

Exploiting The Reciprocity Reflex (in a good way)

If someone helps you out without asking you something in return... What's the first thought that pops into your head? For most people it's something like:

'This person did something for us. If we get a chance to help we should return the favour'.

Not in the *"if he gets thrown into prison, we'll break him out"* sense: a bit more subtle than that.

Reciprocity is built into our psyche. And we can use it (in a good way) when we do our marketing.

Remember I mentioned 'retargeting' earlier?

Well, when someone is in stage three of the sales process, they'll always have questions rattling around in their heads that keep them from buying from you straight away; questions that they don't have time to do their own research on.

We can actually use retargeting to prove our knowledge of their problems and our capability to solve them by showing ads of us answering those very questions. Once they've accepted

those cookie permissions on your website, we're off to the races and selling will become a lot easier when you start running these retargeting ads.

In fact, get this right and you won't ever have to "hard close" anyone.

Take it easy,

Daniel

(P.S. If all this cookie and retargeting stuff seems like another language to you, why not get in touch with us [HERE](#). Any questions, any queries you might have, we'll answer them.)