

TRW CIAB Article - Retargeting

Draft:

The Power of Retargeting: Turning Missed Opportunities Directly into Clients

The Harsh Truth of Marketing

No matter how brilliant your ads are, they will never be able to close as many people as you'd like. It's a harsh truth that every marketer must face. Your meticulously crafted campaigns, with their clever copy and eye-catching visuals, are simply not enough to seal the deal on the first encounter.

The truth is **most** potential customers aren't ready to make a purchase the moment they see your ad.

And why should they be? A single ad is like a brief introduction at a networking event - polite, maybe even intriguing, but rarely compelling enough to make someone part with their hard-earned money.

Put Yourself in Their Shoes

Imagine this scenario: you're walking down the street, and someone stops you to introduce themselves. They smile, tell you their name, and then walk away. Would that interaction be enough for you to trust them with your money? Probably not.

And yet, that's exactly what most ads do.

They introduce your brand to potential customers and then disappear, not leaving much of an impression. It shouldn't surprise you that so much of your ad spend seems to disappear without a trace.

Most people aren't sold on something the first time they see it, so all your ads are doing is making an introduction and then walking off, hoping for the best.

Stay at the Front of Their Minds

But (with ads) you don't have to rely on that first impression alone. Instead you can actually keep the conversation going to build a relationship with your prospects. This is where retargeting comes in.

You can show ads to the same person multiple times—there's no rule against it. By targeting leads who already know who you are, you're more likely to close the sale and keep them engaged for repeat business.

When someone sees your ad multiple times, you become familiar to them, so when they're ready to buy you're the obvious choice. It's simply about continuing the

conversation, providing more information, and building trust until your prospect feels ready to make a decision.

If you're ready to stop wasting ad budget & want to double your sales through retargeting, click [here](#).

Outline:

Outline 1 [CHOSE]:

Subject - The Power of Retargeting: Turning Missed Opportunities Directly into Clients

Problem - The harsh truth - your ads won't ever be able to close that many people. No matter how good they are.

Agitate - Most people aren't sold on something the first time they see it, so all your ads are doing is walking up to people, introducing yourself & walking off. Would that introduction convince you to give away your money?

Solve - Ads can be used on the same person multiple times - it's not against the law. All you need to do is target leads who already know who you are with **some** of your ads, & you'll not only be more likely to close them but you can use this same strategy to close them again & again.

Close - If you're ready to stop wasting ad budget & want to double your sales through retargeting, click here.

Outline 2:

Subject - The Power of Retargeting: Turning Missed Opportunities Directly into Clients

Problem - Your ads are only going for fresh faces, but most potential clients aren't fresh faces. So you're actually losing out on so many opportunities, simply due to a lack of strategy.

Agitate - This lack of strategy isn't just costing you way too much in the short-term, but you're also losing out on ever scaling your business as you aren't even truly utilising the budget you currently have.

Solve - To get this much volume with your current ad strategy, your budget would need to be through the roof. Instead, if you act quickly, you can stop wasting money & get more volume by also targeting customers further in their journey.

Close - If you want to see the exact strategy that allows you to meet your prospects at every step of their journey, shoot me a message & I'll take you through how we can set you up to unlock this new stream of clients without spending an additional penny.

Headlines:

1. The Power of Retargeting: Turning Missed Opportunities Directly into Clients
2. Retargeting - Find The Difference Between Being a Digital Stalker & a Guiding Light
3. Never Lose a Lead Again: The Retargeting Strategy Your Competitors Probably Aren't Using