

CIAB resource of the week:

<https://app.jointherealworld.com/chat/01GVZRG9K25SS9JZBAMA4GRCEF/01HT0ZRPCGEZD5TH229GRE2PXG/01J5P3AK32PNJ3YCN15YZJJJWV>

Headlines:

1. How to use retargeting ads to get more customers
2. How you can use retargeting ads to make more sales and get more clients
3. How to NEVER lose another prospect again.
4. Stop Ignoring “Lukewarm” leads and start closing deals!

Outline:

Subject- How you can use retargeting ads to make more sales and get more clients

Problem- More retargeting ads are done terribly, simply reusing materials and boring people to death

Agitate- There is so much money to be made through proper retargeting ads, and people waste so much on bad ones

Solve- Continuously offer value to the prospect, don't be afraid of sharing too much. They'll still come to you and use your service based on the law of reciprocity

Offer- Apply for a free marketing analysis for your business, we'd love to share and help you grow your business.

First paragraph:

You're running from the man in the black suit in the cold forest night.

Out of breath and in pain, you finally stop running. The time is unknown, but it's near pitch black.

Then, you see a figure in the distance. It's the man in the black suit.

But wait, there are multiple?

WHAT!

With adrenaline giving you the energy, you begin to run.

Then, from the tree tops, more figures appear.

RUN, RUN, RUN!

You run further into the forest, with only the moon lighting your path.

Then, you trip into the bushes and feel hands grabbing you.

“What do you want from me!” you scream in terror.

The man in the black suit tells you in a whisper....

“We saw that you clicked on our power drill, and we just wanted to follow up”

That’s how most retargeting works.

Ineffective, expensive, and a complete waste of time.

But when done correctly, retargeting can bring you TONS of results.

- More Leads
- More Customers
- More sales

Retargeting is a fantastic tool when used right.

And in this article, I’ll show you how.

How to correctly use retargeting ads to grow your business.

To properly understand the utility of a retargeting ad, you need to understand this modern truth...

94.9% of people have the attention span of a goldfish.

Pretty obvious, right? But pay attention

Companies like Tiktok, Instagram, and youtube have massively profited off the attention shift.

Last year alone, Tiktok made a staggering 16 billion dollars.

This was done by showing people what they want to see.

Jenny really likes cute cats? Then show her cute cats!

Now, eventually she’ll get bored of the same old cat videos, so Tiktok is going to make sure that she gets a continued feed of new cat videos
