

This article is going to save you thousands!

You're out of breath and in pain, 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!

You begin to feel the blood pumping and start to sprint.

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.

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

She'll be hooked onto the screen for hours watching cat videos, and Tiktok will do nothing but profit.

As you can already assume, the same principles will be used in your retargeting ads!

1. Find someone who's interested in your product or service. (Photographer, Painter, Plumber, doesn't matter)
2. Become the most trusted brand or product to them by exploiting the reciprocation reflex
3. Make the sale!

Building the trust of a customer isn't difficult at all. Simply help them so much that they'd feel bad going to another brand.

The way to do that is by sharing "insider" information with them. Record 4-5 videos, each highlighting something important your future customer needs to know.

After you've shown them videos over a couple days or weeks, you've basically become someone they know in real life.

You've now done them a favor. So if they ever need help, do you know who they'll turn to?

YOU!

Make the effort to help people and eventually they'll turn to you when a problem arises.

We'll cover this in more depth over the next few weeks, but I urge you to do some more research and test these principles out for yourself.

Always a pleasure,

George.

P.S If you're interested in running a retargeting campaign for your business or would like to get more clients, reach out to us [HERE](#)

Don't worry, I'm not going to push for a sale or retainer. Let's just see if we're a good fit together, then we'll move forward.