

This Will Get Prospects To Only Think About You.

I was talking with a friend and a lawn mower was briefly mentioned in the context of our conversation.

When I opened my phone 5 minutes later, I noticed that every second ad was for a lawn mower or some lawn mowing service. Told my phone not to spy on me all the time and continued my day.

That's how most people react to the ads they see online.

Even if they are interested in that product/service they won't always have time or forget to buy.

For that reason we use retargeting and by the end of this article you will know exactly how retargeting can give you the best returns on investment for your ads budget.

Prospects don't instantly buy, they want to be led.

To understand the prospect's state of awareness about our product we need to answer some questions. We want to get to know him.

When we sell to prospects we aim to satisfy the desire of the prospect or solve his problem.

But how aware is that prospect of that desire?

How big is the problem for him?

Does he know that a problem or desire exists, or does he know what it can be satisfied?

And if he knows that a solution for his problem exists does he know that your product/service can satisfy his desire ?

Answering these questions is like peeling back the curtain and taking a sneak peek inside the head of your prospect.

This will tell us exactly how to get to him and the sooner you get in front of the prospect the sooner you can convert them to a customer.

Ideally we want to get in front of the prospect when they are aware of the problem and are looking for a solution.

But even if you do, there is no guarantee that the prospect will remember to buy from you.

Where does retargeting come in the picture ?

Simply put we use retargeting to remind them that we exist. We do that by using the oldest sales technique in the world.

Giving them free stuff, in our case we provide them with free value.

Never before seen value that we make sure they find interesting. By doing this we trigger a primal reflex that all humans have.

This reflex was the same 2000 years ago and it's the same now.

It's called The Reciprocity Reflex.

It's simple, when you provide someone with something, be it free value on facebook or on the street they will feel obligated to return the favor back to you.

Going back to our retargeting, when we provide extra free value to prospects that are already familiar with us their reciprocity reflex and they will feel a need to reciprocate the gesture back to us.

By doing this we force them to return the favor by buying our product or service.

P.S. Want me to take a look at your ads and see where we can start with retargeting ?
You can contact me anytime by filling out this form.