

Announcing a Brand New 9-Part Video Course

Fact: While 2% of your prospects may convert after viewing your website, the other 98% who leave may never come back.

Today, you can discover how to professionally use retargeting marketing to bring back that 98% and convert 'window shoppers' into buyers!

In this video series, I'm going to show you how to properly set up and use the power of retargeting.

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Dear Website Owner,

One of the biggest problems any online business owner will face is making the first sale with a new prospective customer.

Statistics show that, in general, only 2% of prospects convert. The other 98% leave and may never come back to your site. This means that any money you've invested to get people to visit has been lost. That can quickly add up to a lot of wasted money!

If we take a closer look at those statistics, the big question becomes:

"Why do online shoppers leave without paying or taking some sort of action?"

Although there may be hundreds of reasons why a potential customer may not make a purchase, these five are some of the most common.

- 1) They were presented with unexpected costs.
- 2) They thought the price was too expensive.
- 3) They found a better price elsewhere.
- 4) They decided against buying.
- 5) They were just browsing.

With such a high percentage of people leaving your site, each with their own reasoning, is there any way to get them back without reinvesting more money into new clients?

The answer is, "Yes!"

This is what we call 'retargeting'.

Retargeting marketing is gaining more and more popularity with website owners. In fact, I'm sure you've run into retargeting ads targeted towards yourself! Let me explain how they work...

Imagine you go to Google.com and type in a specific item that you're looking to buy. At the top of the page are several Google ads and you click on one of them. Of course, what you don't know is that the advertiser had to pay to have their ad in the perfect place for you to find.

The ad redirects you to the website. Although you know little about it, you stay because you're curious about what they have to offer. Perhaps you find a product that really piques your interest, but you decide not to purchase right away and to instead come back later.

Life, though, has other plans. You get too busy and end up forgetting.

Later on, you try to think of what website it was that you had visited. Unfortunately, for the website and maybe even for yourself, you don't remember how to get back to it.

So you go back to Google and try searching for it again. The website is using retargeting, so when you put in the information, you suddenly see an ad for a 20% off coupon for that very same website! You were going to buy the product anyway, so this is a no-brainer, right?

Retargeting sealed the deal that you would buy from them.

Still not convinced of the power of retargeting?

According to a comScore study, "Retargeted ads led to a 1046% increase in branded search and a 726% lift in site visitation after four weeks of retargeted ad exposure!"

That's a huge amount of people that, otherwise, would likely never have come back!

The best news about this? You can do it for your own website for just pennies.

Video #1: Introduction and Recommended Retargeting

Are you excited about using retargeting marketing for your business? In this video, you will be given a quick overview of the course. We'll talk about the basic concepts of how retargeting works, and you will get to see the retargeting network that we recommend.

Video #2: Retargeting Frequency

Whenever you set up any retargeting campaign, the biggest question that you should ask yourself is: How frequently should I show ads to potential buyers? In other words, how much is too much? You don't want your ads to become annoying as that can actually hurt your brand. While it is always good to test, I'll show you the exact frequency recommended to help jumpstart your campaign.

Video #3: How to Increase Your Conversions

Before we jump in and show you how to create a highly-targeted campaign, it's crucial to understand the strategy behind it and how exactly it raises your conversion rates across the board. You will learn to give people what they want in order to get what you want. In other words, the more specific you are, the better your conversion rate will be.

Video #4: Frontline Retargeting Strategy

The frontline retargeting strategy will cover two different aspects: people who leave your front sales page, and your lead magnets. While you can simply focus on retargeting people who leave, using this strategy will allow your conversion rate to explode!

Video #5: Deep Funnel Retargeting

In the world of retargeting marketing, this strategy is often overlooked. Many times, people tend to just focus on prospects, but in this case, we will be focusing on customers who have already put their trust in you. In fact, selling to these types of people is easier, although it requires different actions.

Video #6: AdCreatives

Creating ads for retargeting is going to be very different from creating regular ads since these ads focus on people who have already visited your website. In this video, we will cover that as well as several other things, including how certain ads will help increase your conversion rate and how to cheaply get high-quality ads created specifically for you.

Video #7: Account Overview and WordPress Integration

Once you have learned the fundamentals and strategies on how to set up your retargeting campaign, we will show you how to get started with a real live targeting network. You'll learn how to set up your account and how to integrate your WordPress.

Video #8: Create Your Retargeting Segments

In this video, we'll cover how to create highly targeted retargeting segments. The more specific your segments are, the higher your conversion rate will be. Simply follow me step-by-step as I show you the best way to succeed.

Video #9: Create Your General Campaign Properly

Congratulations! At this point, you have reached the end of the video series. After creating your segments, it's time to create your general campaign to help your kick start the retargeting process.

Interested in how to create your own highly successful retargeting campaign?
Everything you need to know is right here in this video course!

P.S. Learn how to use retargeting marketing to bring back a large majority of your missed prospects.

P.P.S. This training course was designed to help you create a long-term conversion strategy.