WEBINAR

Remarketing: It pays to be persistent

Date 13 May 2020 | **Time** 11:00 A.M.

Facilitator
Mark Buttress, CEO

Speaker
Kate Kuilman, Paid Media Specialist

PROP DATA
INTERNET MARKETING

April Webinar Recap

Keeping your agency / brokerage running in a COVID-19 world

bit.ly/PDWCOVID19

What we're covering today

- What is remarketing?
- Benefits of remarketing
- Remarketing for Google ads
- Remarketing for Facebook/Instagram ads
- Prop Data Facebook/Instagram ads promo

Poll

What’s your biggest online marketing challenge?

What is remarketing?

A strategy where you **create targeted adverts** for those who have **previously visited** your website. These adverts **follow them** as they surf online.

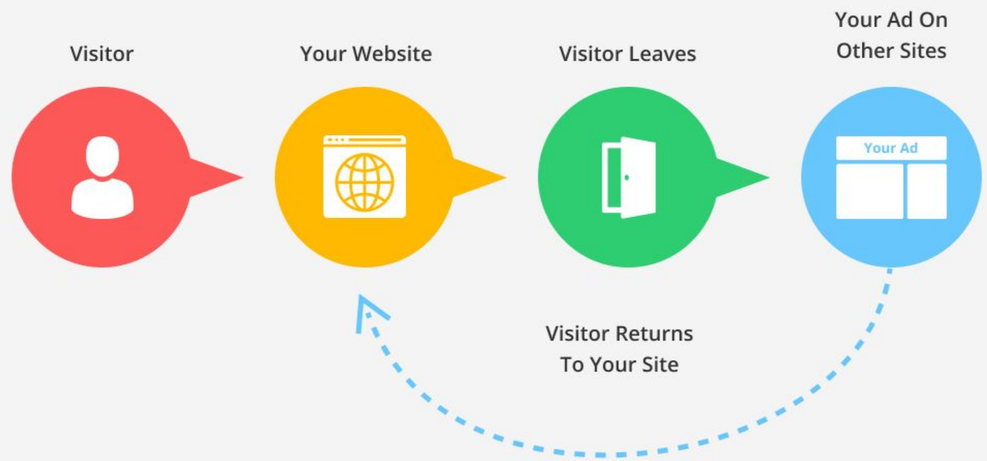
How remarketing works

Potential client visits/interacts with your website

They are tagged with a cookie before they leave

The cookie triggers your adverts to follow them online

Your previous site visitor sees personalised adverts



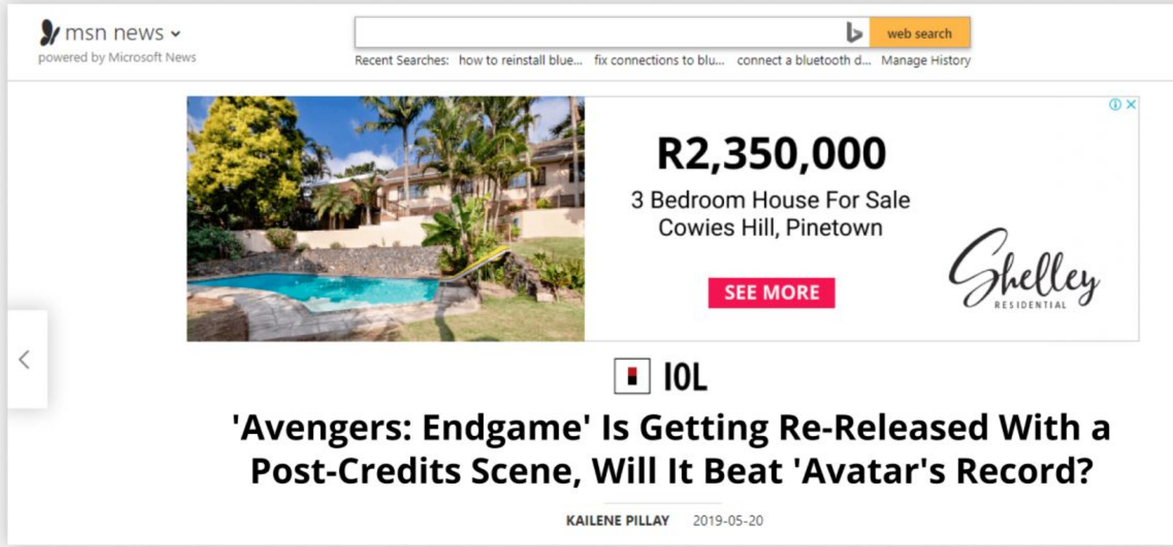
Benefits of remarketing

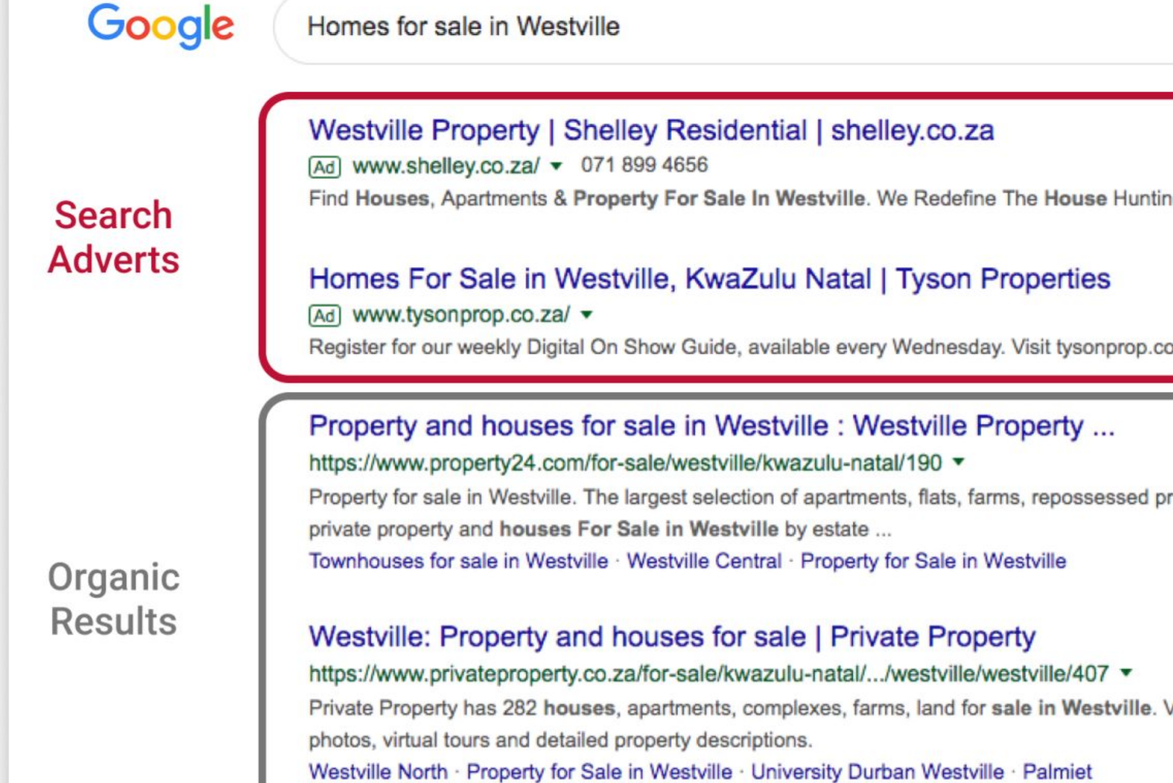
- Recapture your audience
- Convert with personalised adverts
- Boost brand awareness
- Save your agency/brokerage money
- Engage with different adverts and platforms

Remarketing for Google ads

Google Ads can remarket to potential clients as they browse the...

- Google Display Network
- Google Search Network





Set up your Google **Display** Network remarketing campaign

Set up your Google **Search** Network remarketing campaign

Poll reminder

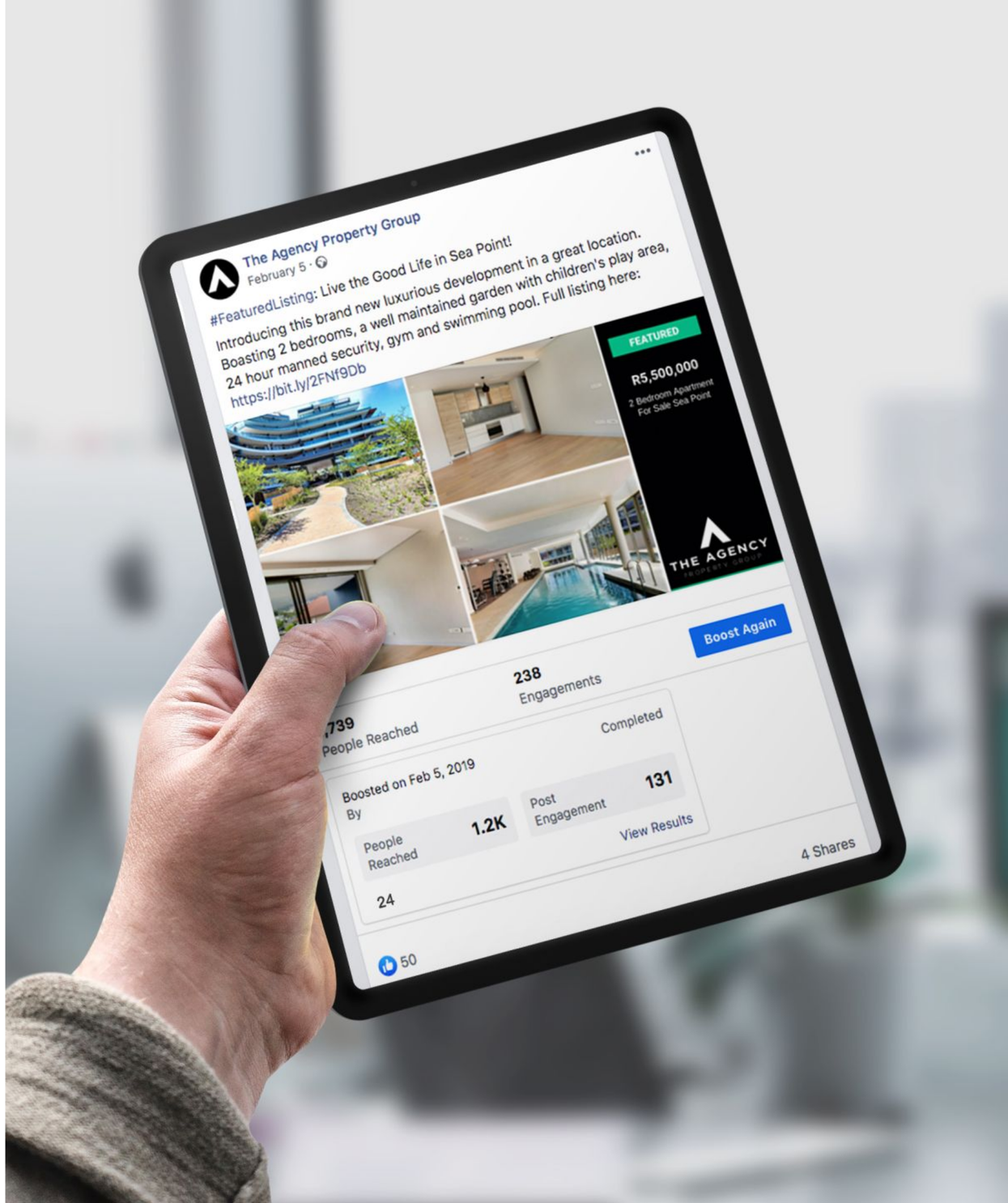
What’s your biggest online marketing challenge?

Facebook / Instagram ads

Facebook for Business allows you to remarket with different ad types e.g. dynamic ads and sponsored messages.

Dynamic ads can appear across:

- Facebook
- Instagram
- The Audience Network

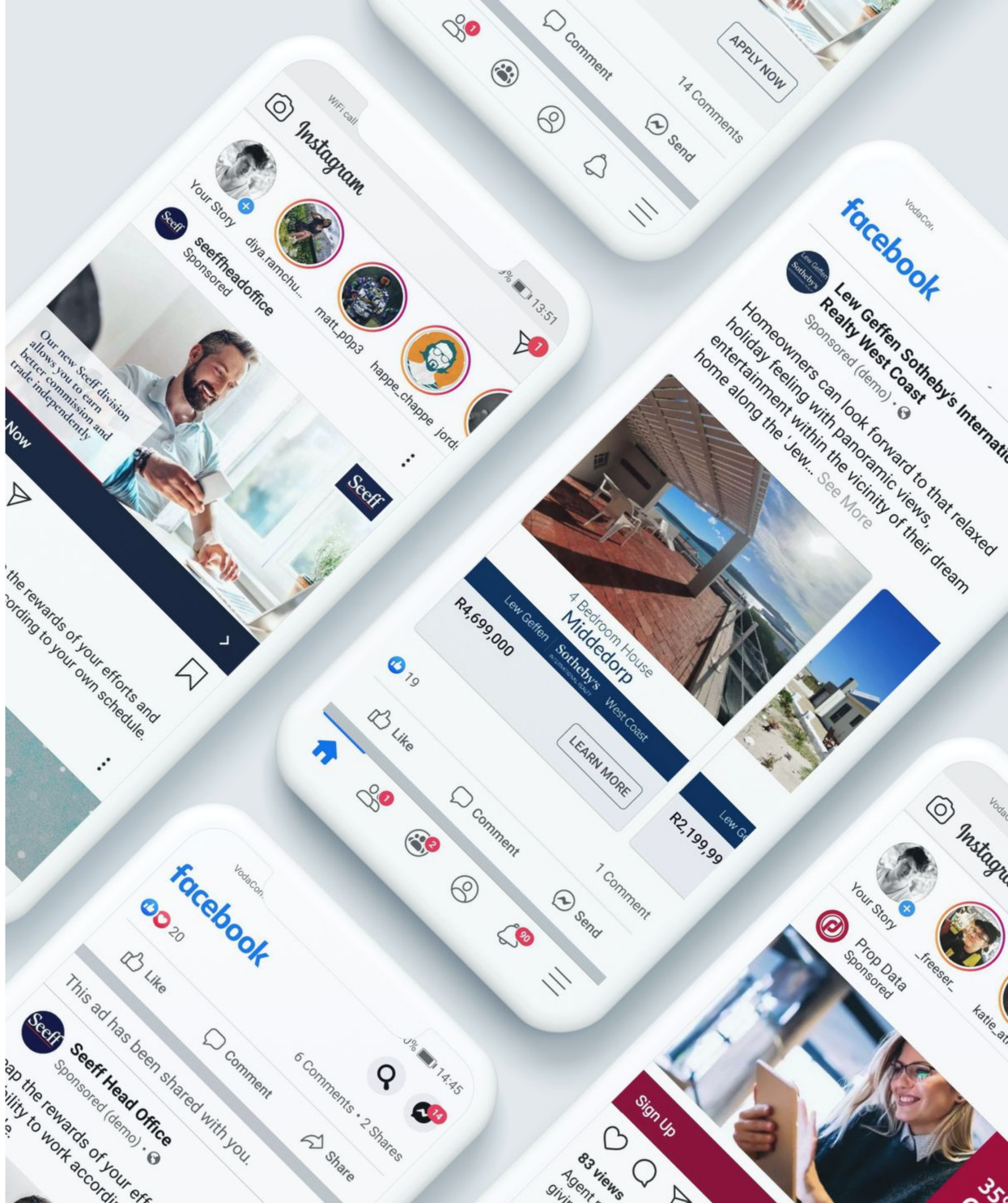


Set up your Facebook / Instagram ads remarketing campaign

Get 25% off Facebook and Instagram ads *

go.propdata.net/remarketing-promotion

* Ts & Cs apply.



Helpful links

Google Ads: Remarketing
https://go.propdata.net/course/google-ads/remarketing

Google Ads home page
https://ads.google.com/intl/en_za/home/

About Google Ads remarketing
https://support.google.com/google-ads/answer/2453998?hl=en

About Google Ads campaign types
https://support.google.com/google-ads/answer/2567043?hl=en

Display Network: Definition
https://support.google.com/google-ads/answer/117120?hl=en

Google Network
https://support.google.com/google-ads/answer/1752334

About Google Ads remarketing setup
https://support.google.com/google-ads/answer/2454000

Create a website remarketing list
https://support.google.com/google-ads/answer/2454064

Create your first display remarketing campaign
https://support.google.com/google-ads/answer/3210317?hl=en

Set up your remarketing lists for search ads campaign
https://support.google.com/google-ads/answer/7068417?hl=en

Facebook Ads: Remarketing
https://go.propdata.net/course/facebook-ads-remarketing

Facebook for business: Retargeting
https://web.facebook.com/business/goals/retargeting?_rdc=1&_rdr

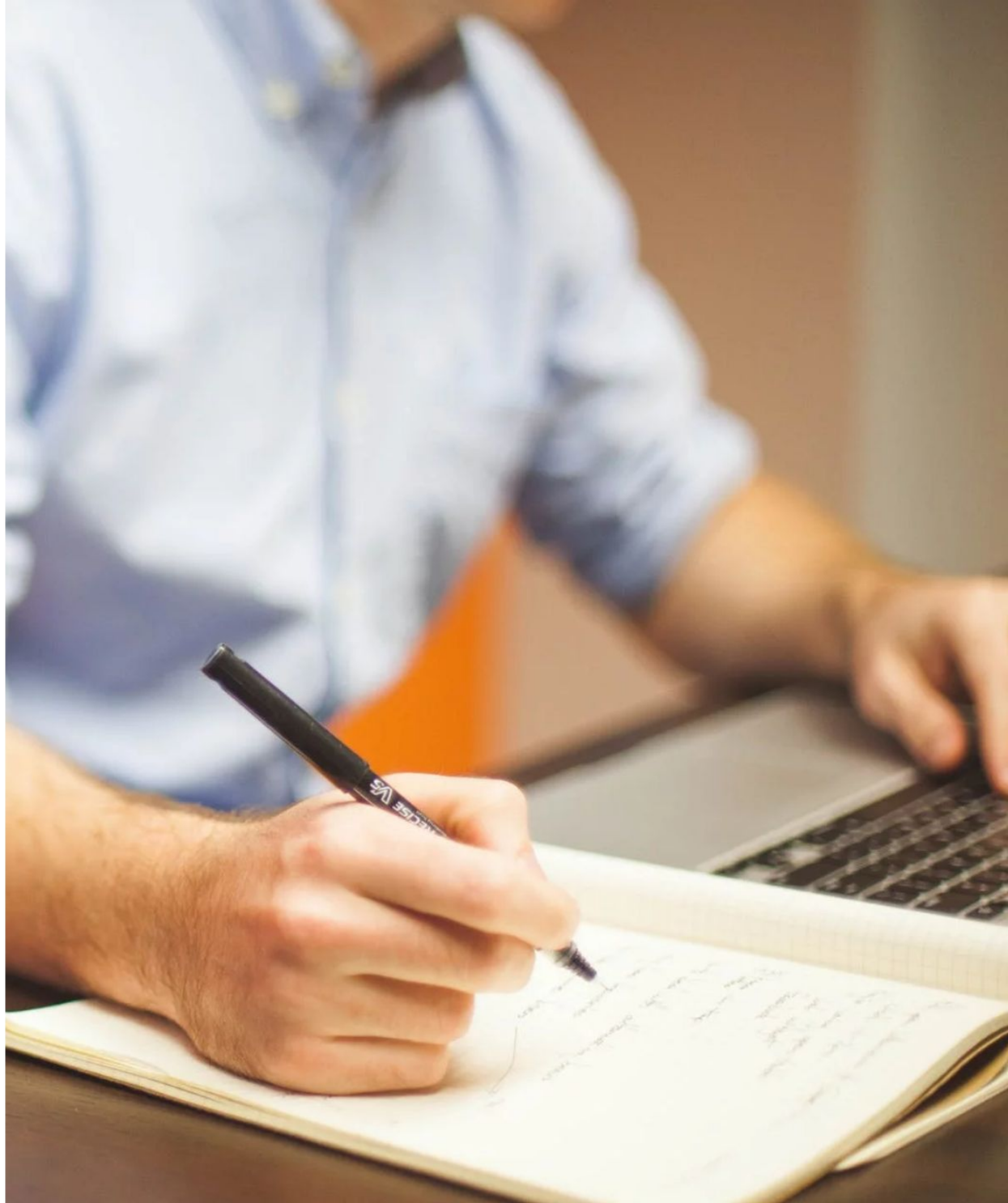
About Audience Network
https://web.facebook.com/business/help/788333711222886?id=571563249872422&_rdc=1&_rdr

Dynamic ads: Create a retargeting campaign
https://web.facebook.com/business/help/144576119557578?id=1913105122334058&_rdc=1&_rdr

Create a Catalog in Catalog Manager
https://web.facebook.com/business/help/1275400645914358?id=725943027795860

Prop Data Forum
https://forum.propdata.net/

Let’s answer those questions



Setup Walkthrough - Google Display Network remarketing campaign

You'll need to set up a remarketing list on Google Ads. This is a collection of website visitors gathered by snippets of code added to your site or app. When you create a list, you set rules for when visitors or users should be added to the list. You will also need to add a snippet of code from Google Ads, called a remarketing tag, to your site.

- Next, login and click on Campaigns in the Google Ads page menu.
- Click the plus button to create a new campaign.
- Choose your desired goal. This can be lead generation, brand awareness, driving website traffic - it all depends on your needs.
- Select "Display Network as your campaign type.
- Set your campaign parameters.
    - Type in your campaign name.
    - Choose your location and language settings.
    - Add your bid strategy and budget.
- Next, look for "Audiences" in the "People" section.
- Click Remarketing.
- Click the checkbox next to the audiences you'd like to add. This will add them to your targeting.
- Click Save.

Setup Walkthrough - Google Search Network remarketing campaign

To create a Google Search Network remarketing campaign, you'll follow similar steps to the Google Display Network remarketing campaign.

- Add tags to your site for remarketing.
- After this, you can use the automatically created remarketing lists in your Audience Manager.
- To apply your lists, log in to the Google Ads page menu.
- Create a new "Search" campaign, or select an existing search campaign or ad group.
- Click "Audiences" on the page menu.
- Click the pencil icon to add an audience list.
- Under "Add to" section, select Campaign or Ad group, depending on which level you want to add your targeting.
- Click Select a campaign (or Select an ad group), then choose the campaign or ad group that you want to target.
- Under "How they interacted with your business" section, click the "Website visitors" drop-down menu.
- Select the checkboxes next to each remarketing list you want to add. Your audiences will appear in the "Selected audiences" column.
- Click Save.

Setup Walkthrough - Facebook/Instagram ads remarketing campaign

Now you know about the types of adverts you can use and where can they appear. Let’s create a dynamic advert for a Facebook and Instagram ad remarketing campaign.

- You will need to have added a Facebook pixel on your website, and use standard events to report which product IDs from your catalog are being viewed, added to cart and purchased. A website developer can assist with this.
- Catalog: You need a catalog to use dynamic ads. You can create this in your Catalog Manager.
- In your Ads Manager, start creating your dynamic ad. Create a new campaign and choose your marketing objective.
- When selecting your audience, choose Retarget Ads to people who have interacted with your products on and off Facebook.
- Enter the number of days where the action occurred for your retargeting option.

PROP DATA
INTERNET MARKETING

Thank you.

031 266 0035
www.propdata.net