

How to Set up Your Facebook Retargeting Funnel



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Here's how to build a funnel on Facebook that will retarget any visitors to your website, with multiple ads, on an ongoing basis.

Why Use a Retargeting Campaign?

Most small businesses run a one-off Facebook campaign and then are disappointed when they don't get the results they hoped for. With Facebook, people are not expecting to be sold to and so it is important to know that, typically, at any time, only 3% are ready to buy right now, 6-7% might be open to it, 60% will never buy and 30% may do so in the future, but now.

They say people need at least 7 touch points with your business before they will consider buying from you. So, if you are targeting new (cold) audiences, you need to have something in place to nurture these people to build trust and familiarity.

A well implemented retargeting campaign will do exactly this and will help you to stay front of mind and to convert that 30% of maybies at a much lower cost.

People who have visited your website are more likely to respond well to your ads. To engage them in the best manner, you need to create a number of different ads that when placed in their own ad sets, with a frequency cap* set, will be shown no more than once a week.

*Frequency cap = 1 impression every 7 days.

If you create enough ads, you can set up an evergreen retargeting campaign that you can run for months without requiring adjustments.



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1: Create a Website Visitor Audience

Workflow:

Set up your pixel >> go to Ads Manager >> choose Audiences >> select Custom Audience >> click create audience >> select website traffic >> click on All Website Visitors drop down menu and choose e.g. all website visitors to your website. You can choose the number of days e.g. people who visited in the last 7 days. Note, 180 days will give you the largest website custom audience >> create a name for your audience >> click Create Audience.



2: Set Up your Facebook Campaign

Now it is time to target these users.

Workflow:

Go to Ads Manager >> click Create Campaign >> name campaign >> select the Reach campaign objective.

(We use the reach objective to allow you to set the frequency of your ads being shown and to reduce the possibility of ad fatigue).

Choose a name for your first ad set and ad >> click Save to Draft in the bottom right corner.

3: Target Your Website Visitor Audience

Workflow:

Go to Ad Set in your new campaign >> scroll down to Audience section >> in Custom Audience, type in the name of your new custom audience >> leave other settings as is.

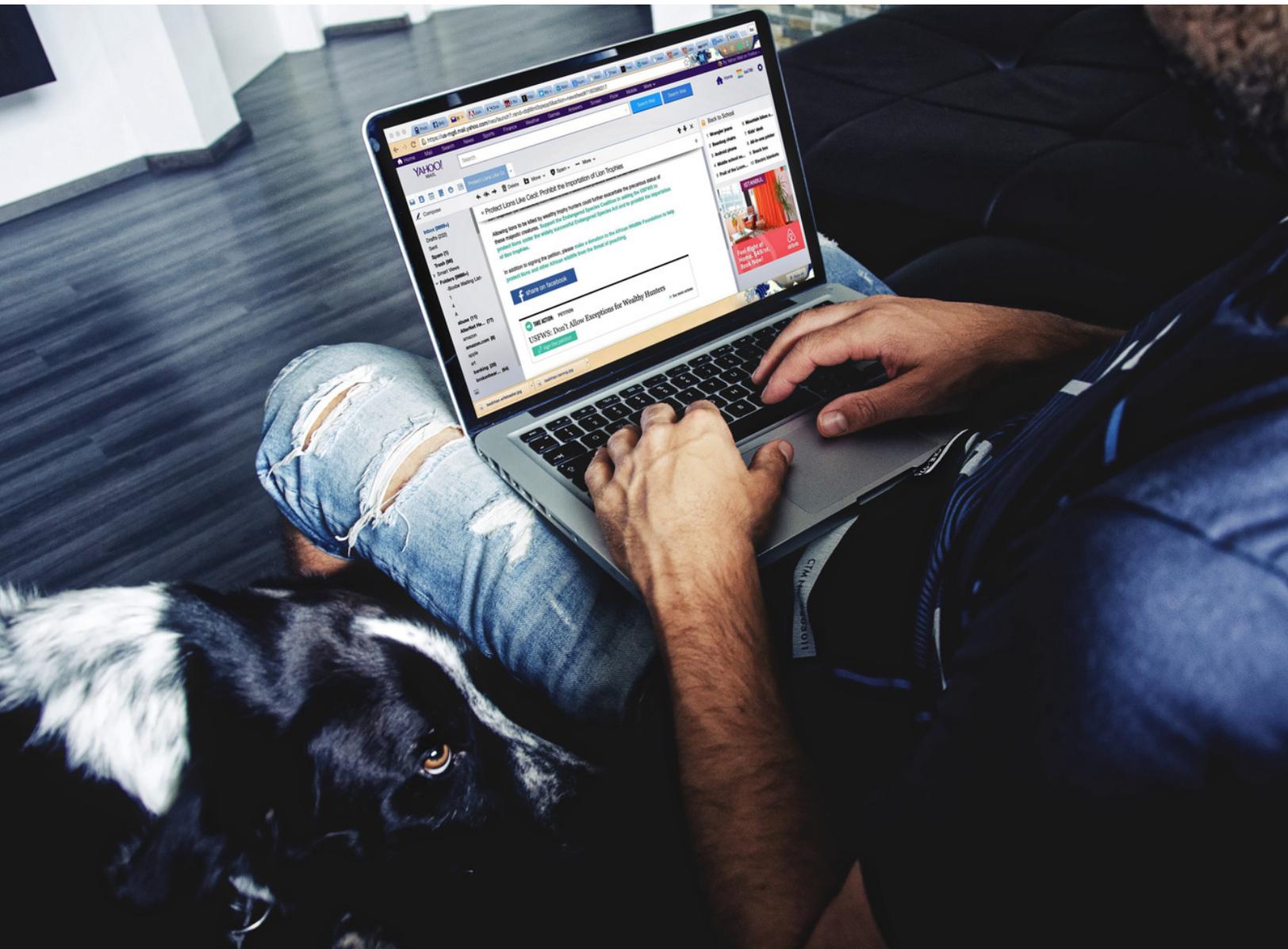
4: Set a Frequency Cap

Workflow:

Scroll down to Optimize & Delivery section >> set it to Reach >> choose the number of times you wish someone to see your ad within a specified timeframe.



If you create say, 14 different ads, then try setting the frequency cap to 1 every 7 days. That way, visitors to your site will be served with a different ad from your business twice per day each week. Or 7 ads if you just want to serve one per day. Choose what will work best for your business.



5: Create your Facebook Retargeting Ads

Facebook is committed to providing the best content and user experience to its users and so it is in their best interest to help you optimise your ad campaigns to get the best results. To do this you need to feed their algorithm with enough information i.e. multiple ads. The more information you provide, the less likelihood of ad fatigue (when this happens, Facebook stop showing your ads!).

Create many different ads in different formats. You can mix it up with carousel ads, image only ads and video ads.

If you are a service-based business, consider using videos to inform your audience about what you do. Don't forget to include your call-to-action at the end, e.g. opt-in, download a document or telephone you.

For product-based companies, create different ads for your different products.

6: Duplicate Your Ad Set for Each Ad

Create an ad set for each ad or visitors will only see one ad per day.

By creating a separate ad set for each ad, you can advertise to your target market multiple times per day, but each ad will only be shown once per 7 days, or whatever frequency you set.

Workflow to Duplicate an ad set:

Select the checkbox next to your ad set >> click Duplicate >> duplicate the ad set into the original ad campaign >> create a duplicate for each ad

If you would like help with implementing your Facebook Retargeting Funnel, simply get in touch.

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