

Lesson no. 8 – Remarketing – Retargeting Advertising

Remarketing/Retargeting

The best way to market to people who already know about your product and service is to remarket to them. Or retarget. Depends on who you're talking to.



When people visit your site, you drop a cookie on them so that, as they travel around the web, your ads will appear over and over to remind them about your product or service.

This form of advertising is inexpensive and, if done right, can be more effective than PPC. It increases conversions because it reminds people of you who already know who you are.

You can try to set this up yourself on Facebook Remarketing, Google Remarketing and more. Or, you can use a third-party platform or provider to set up your remarketing campaigns - read our Retargeting Cagematch for the 4-1-1 on all of the available platforms you could use... and which are best.