Article #9

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Get Your Website’s Visitors To Come Back With Retargeted FB Ads

I'm sorry to start this article on a depressing note, but i need to do it: Most of the people who visit your website will never come back. I know, and that sounds so sad, so depressing, and so tragic. I mean let’s think about that for a second.

You put in all this time, effort, and energy to drum up all this traffic. Maybe you’ve gone on Facebook pages. Maybe you’ve gone through Facebook rules. Maybe you’ve visited all sorts of forms. Maybe you’ve done the heavy lifting of researching, everywhere and anywhere to drum up traffic.

So all of these people come to your page, and for whatever reason, 99% of them leave immediately. And the ones that do manage to stay, don't stay around for long. So the tragic conclusion is you have wasted your time.

As depressing as all these sounds, you are not alone. In fact, this happens to most websites. The typical website has a very high bounce rate. This metric measures how quickly people click the back button after they find a website through search engines. It is very depressing.

It is no surprise that most websites don't make any money. How can they? Most people don't stick around long enough. Most people forget about these websites after they have found them through search engines or social media.

It's as if they have instantly become an afterthought, and it’s really hard not to make money in this environment. You're basically left with a volume gap. If you want to make, let’s say, $10,000 a month, this means that you have to pump x amount of traffic to your website so an x percentage will actually convert to paying customers.

It's a numbers' game, and you better have the time, effort, and yes, a large budget to make those numbers happen. Thankfully, there is a better alternative. If for whatever reason you don't have the budget, the time, and the motivation to play a numbers' game, there is an alternative.

In my opinion, this is the better option. You see, the old Zen Buddhist saying of “Less is more” is so spot on when it comes to online advertising. You don't have to drive tons of traffic to your website.

In fact, in many cases it's a waste of time. In many cases, those eyeballs that you dragged to your website, are never going to be interested anyway. They have been predestined to get the heck out of your website as soon as possible. You didn’t qualify them.

The better approach is to get less people to your site, but make sure you qualify them better. In other words, these are people who are actually interested in whatever it is you are offering. As awesome as targeting is, the vast majority of these people will still not buy anything. Fair enough.

The good news is some of them were interested but they were not ready to convert at that time. Maybe they were too busy. Maybe they’re handling many other things, Maybe they’re just preoccupied. Whatever it is, with a little bit of a nudge, they can convert. Your job is to simply remind them.

As you can tell, this is impossible to do without the right technology. How do you know that the person visited your website, and since they left, how can you remind them? You don't even know where to find them.

Thanks to Facebook’s retargeting technology, when somebody finds their way to your website, and doesn't do anything, they get to see your ads once they go to Facebook, or to websites, or apps that use the Facebook ad network. In other words, you get to nudge them to come back. You get to remind them of the value that they found on your website in the first place.

You might think that this is a small thing, but according to marketing research, this converts 40% of lost sales. This can mean the difference between making a decent profit and making an awesome profit. This can mean the difference between breaking even and generating a small profit, or going belly-up. The choice is yours.

If you want to know how to run a successful retargeting ad system on Facebook, click here. You will get a blueprint that will spell everything out in plain English. You don't have to be some sort of computer geek to figure this out. If you’re looking for an easy to understand fluff-free guide, click here.