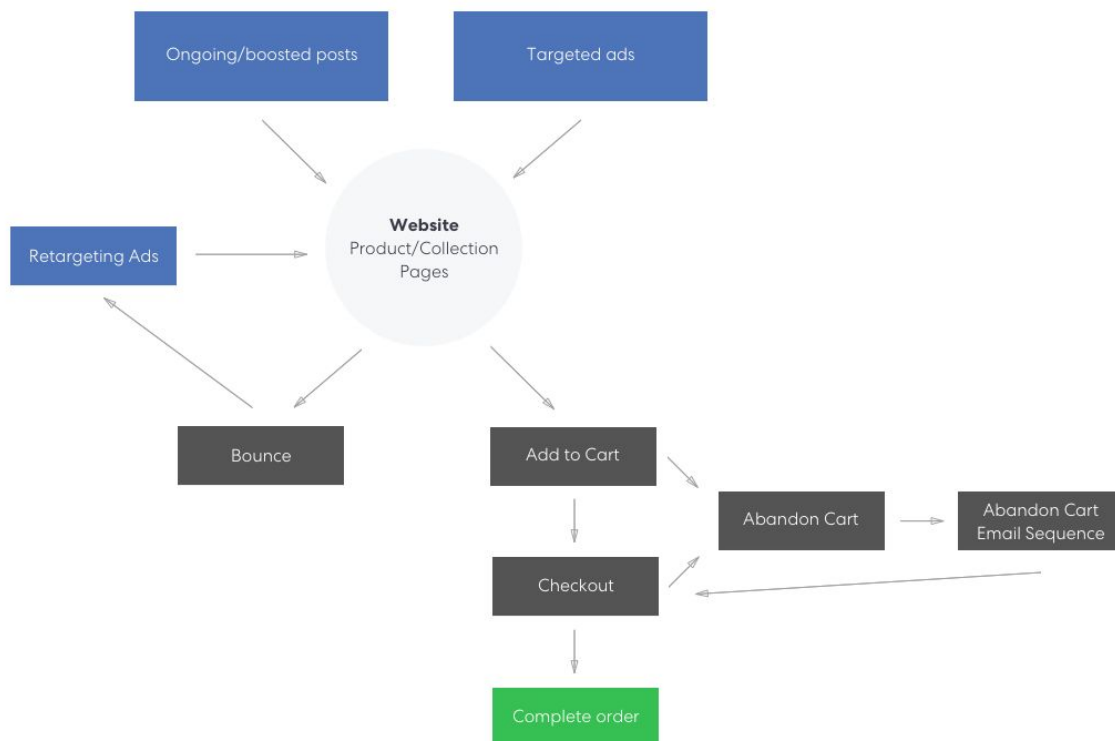


Retailer's Guide to Retargeting on Facebook/Instagram

Given that most people require multiple touches before they're ready to make a purchase, it's important that you're getting in front of them multiple times. With most independent retailers seeing an average conversion rates of around 1%, that means that for every 1000 visitors 999 of them leave the site without buying. That doesn't necessarily mean that they don't want your products. Many of those people just weren't ready to buy and need to gain a little more trust/awareness in your company first.

So your marketing strategy needs to be focused on finding ways to get back in front of those 999 shoppers. Facebook Ads is a very affordable and powerful tool to help you do this.

Below is our suggested strategy on how to structure your marketing funnel for your Facebook/Instagram ads in particular.



This particular funnel gets your brand back in front of anyone who came to your site (either from a post on Facebook or Instagram, an existing ad or from search/referral) using retargeting, made possible by your Facebook Pixel.

A typical customer lifecycle that follows this funnel would be:

- A shopper discovers your products through an existing marketing channel (e.g. posts on social media, organic search, pay-per-click ads, or by word of mouth).
- They visit your website and have a look around. Then, not ready to make a purchase, they leave.
- Using your Facebook Pixel, you retarget anyone who has been to your site in the last 180 days with a Facebook or Instagram ad promoting one of your most popular products or categories.
- This brings them back to your site, and if you've done a good job at gaining their trust and interest, they are more likely to buy.

You'll also see, in the graphic above, a retargeting opportunity for shoppers that abandoned their carts (a concept we cover in-depth [in this article](#)). More advanced use of the Facebook Pixel will let you serve ads just to those individuals that came to your site and initiated the checkout process, but did not buy.

Installing the Facebook Pixel on your site

- [Setting up your Facebook Pixel with Shopify](#)
- [Setting up your Facebook Pixel with BigCommerce](#)
- [Setting up your Facebook Pixel with Lightspeed eCom](#)
- [Setting up your Facebook Pixel with WooCommerce](#)

Creating your retargeting ad

- Create a new campaign with Conversions as the primary goal.
- [Create a custom audience using your Facebook Pixel](#) (start with all visitors to your website in the last 180 days).
- Start with a budget of around \$2-\$5 per day, then increase when you start to see positive results.
- If you are generally promoting your store, have the ad link to your home page or a special landing page created just for this campaign.
- If you are promoting specific products or collections, have the ad link to the appropriate product/collection page.
- Video generally performs better than photos, but it's worth testing the waters with both.
- If results are poor, try refining the creative for the ad to improve engagement.



Getting Inspiration from Your Competition

If you need inspiration on creative/copy for your ads, Facebook recently released an update that allows for you to view any business page's active ads. Follow [our instructions in this article](#) to look through your competitor's ads.

Needing help?

We are always available to help set up a Facebook Ad funnel for your business or offer strategic advice on how to execute so that your ad spend is not being wasted. Please email me at michael@streamlineretail.com and let me know two things:

- What you've tried so far with Facebook/Instagram Ads (even if the answer is 'nothing yet')
- How can we help you

* * *



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