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## Remarketing Visitors Without Making Them Feel "Stalked"

By Welton Hong

Consumers don't pounce immediately on a product or service, especially online. Average website conversion rates are only around 2 percent.

It's common sense that many visitors to your website won't make a purchase the first time; they may have landed on the wrong search result or are gathering information for a buying decision down the line.

But how do you lasso the right people back in to make a purchase later? In digital environments, the rope you use for this endeavor is remarketing.

### What Is Remarketing?

Remarketing involves using online ads, data, and automation to ensure your advertising shows up for people who have already visited your pages.

Basically, it works like this:

- Someone visits your site. Technical details like cookies and IP addresses start mingling in.
- You create ad campaigns that retarget users who have visited your site.
- The ad software you use leverages those technical details to "locate" the same users wherever they go online and place ads before them via bidding processes.

Luckily, you don't have to worry about the nitty-gritty technical details, as that's handled for you via your ad-buying network or software. Instead, you should worry about whether remarketing is worthy of your budget and how to do it effectively.

### Is Remarketing Effective?

The short answer is a resounding yes. The response to online ads is boosted by up to 400 percent when you remarket to previous website visitors.

The average click-through rate for retargeted ads is 100 times higher than the same metric for all other ads. One company saw an increase in conversions of more than 160 percent when it integrated remarketing into its SEM efforts.

Remarketing reminds people about your services at times when they're searching for them again online, which puts you in an ideal position to meet a critical need.

Plus, most individuals don't mind remarketing when it's handled correctly: 30 percent of consumers have positive experiences when it comes to remarketing, and almost 60 percent are neutral on the practice. Only about 10 percent say they respond negatively to retargeted advertising.

### Finding the Line Between Remarketing and Stalking

But remarketing efforts can go bad. One estimate is that 25 to 75 percent of budgets in this marketing space are wasted because they aren't being targeted correctly. And when you overstep lines (moving from remarketing to essentially stalking), you become the company that causes 10 percent of people to have negative experiences with retargeted ads.

Here are three tips for staying on the right side of the line:

#### 1. Don't bombard the same consumers with the same ads.

People start getting annoyed at the fifth sighting of an ad; by the 10th viewing, they might react angrily. Once you hit this territory, more than half will put off making a purchase simply because they're annoyed with your ads. Or they'll choose to go with your competition instead.

If you're going to retarget over the long haul, be sure you provide disparate ads to keep things from becoming stale for the consumer. For example, if you're advertising cremation services, you might create ads that address various benefits of both preplanning and cremation.

Conventional marketing wisdom says someone has to see your product or service seven times before they pull the trigger on the purchase, but that doesn't mean they need to see seven ads. Each visit to your site or social media pages is also exposure to your brand for the consumer, so those all add up too.

But, for some consumers, seven ads (or even 10) may be the right number. Never rely fully on benchmarks; start with those and run tests to see what works best for your business and audience.

#### 2. Don't remarket to every person who has ever clicked to your site.

If your net is too wide, you're going to waste a lot of ef-



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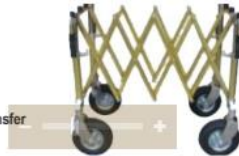
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fort reeling it in without much to show for it. Not everyone who ever lands on your site is potential clientele. Remarketing to someone who landed on a blog post and then immediately bounced and never came back is likely a wasted effort.

Instead, try to remarket to people who make it through to certain milestones in the research or buying process on your site. For example, the following situations are just a few that might bode well for remarketing:

- Someone signed up for your newsletter but hasn't made a purchase yet
- A visitor viewed multiple urns in your catalog
- A consumer put items in a cart on your site but didn't finalize the purchase
- An individual used your contact form but never followed through with an appointment
- Someone commented on blog posts or asked questions in your forums
- A consumer downloaded your ebook on preplanning

### 3. Don't remarket when someone has already made the purchase.

Definitely don't keep showing people ads for services or goods they've already purchased. In any niche, this is annoying. In the deathcare industry, remarketing to someone who has recently used your services could be a trigger for grief or make them feel like they're constantly being reminded of their loss.

Remarketing is a high-ROI proposition for deathcare brands, but you should never go so far with it that you become a digital stalker. Instead, walk a fine line that values educating and enticing the consumer above hitting them over the head with your message.

*Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of Making Your Phone Ring with Internet Marketing for Funeral Homes. For more information, visit [www.FuneralHomeProfits.com](http://www.FuneralHomeProfits.com).*