CREATE HIGHLY PROFITABLE RETARGETING ADS

This next topic is kind of fun.

The next topic is something that can be a little bit frightening and a little bit scary to those who have never done this before. So, it could be considered an advanced topic, but, but it's really not that scary. It is potent - it is powerful. In fact I dare say, is the most profitable advertising, I have ever placed, is what I would like to show you now.

And these are forms of retargeting, also called remarketing, depending on who you're reading at the moment. And this is where you want to run ads to people who have already engaged with you in some way. Right.

What we're going to talk about today is doing retargeting ads on Facebook, and with Facebook specifically. There are some very cool things that you can do.

So you can also do retargeting on platforms like the Google Ads platform. There are a bunch of specialty networks that you can run retargeting ads, called AdWord.

And you're probably familiar with these. As you browse the web read news and all that stuff, the banner ads that follow you around.

"Why do I keep seeing this ad for, you know, toe fungus cream? Who told them I have that?"

Not that I have that, just being kind of silly.

But, you know, like weird stuff that you know you browse and look at an ad or something, and then they follow you around constantly with this ad. That is retargeting. Right.

So now, in the realm of Facebook. There are lots of different ways that customers and prospects, people that have seen your ads, can interact with your business. All these different ways that they can interact with your business, Facebook tracks it all.

And you actually have a way to, you can build, probably two dozen different ways you can build retargeting lists in Facebook.

Then, anybody who's engaged on your posts, or on your Facebook page can be retargeted. Anybody who's clicked in and viewed website. Anybody who's gone to one of your sales funnels on your website.

And, and then some other tools, like, has anybody ever sent a Facebook message through messenger to your Facebook page... this is one they've recently added, which I love, which Bill I don't even know if you knew that that was now available...

That's being able to do a retargeting list based on who's messaged your Facebook page. And I always wanted that and now it's available.

All right. And if they've watched your videos on Facebook right so like, for example if you wanted to... because you're watching this now on this video... we could retarget you, right, so let's just pretend that, this is training, obviously, but if this was a sales webinar, if I was selling something, I can tell you watched this. And I can even tell how long you watched this. And now I can show ads to you, and target you based upon that.

Pretty powerful stuff. Now, one of the things that I really want to focus on. We're going to cover all of these different ways that you can retarget people, but the one I really want to focus in on is for lead ads.

So, one of our, two of our big programs, which we have a lot of customers in, Leads to Profit and Profit Discovery Formula, we use something called the Facebook lead ad, which is pretty darn cool, it's something that we support in our other product called Givebot, it has some features where people can basically subscribe to your list without ever leaving Facebook.

They don't even have to message your page. All they got to do is two clicks. Click, click, subscribe. So what Givebot does is it helps you create those - we create them in the form of a survey, and you can pop a survey up right on the Facebook timeline. In two clicks the person views your survey, answers the questions, Givebot takes all that information, subscribes them to the list, and puts them inside the Givebot infrastructure with all of our marketing tools.

So those of you with Leads to Profit and profit discovery form, have versions of Givebot that allow you to do this.

This applies to lead ads in general. And, then I'm going to show you some ways to do retargeting, or a variety of other things, right. So if you have a sales funnel, whether it's a membership website with the checkout process, or an ecommerce product any kind of sales process on the profit platform site, you can build retargeting lists, based on the people that went into those funnels to buy. Powerful stuff.

Now, in my experience when I run these kinds of ads, they already incredibly profitable. Because how much more targeted could you get than somebody who has explicitly expressed interest. Right.

And so for lead ads which we're going to focus in on at first is everyone who filled out your lead form. We have more options but going to focus on this one. So every person, saw your little survey that popped up on Facebook, answered your survey questions can be put on special retargeting list, you can now follow up with it, to sell more stuff, right.

So, there was a demo idea, or I show, doing a survey about dog behavioral issues. And then once they answer the survey we were promoting a stop barking product

And so I'm going to show you a little bit more of those campaigns through some of the options that we did. when we ran this campaign. The retargeting ads were actually more than 10 times more profitable than the initial ads, right.

So we were building the subscribers they were getting onto our mailing list, and joining our list, but I also have it setup so we were building a retargeting list that I can now market to right so they will join my list.

I will send them emails showing the stop barking product. But what I found was... when I combined those emails, along with a tiny little ad spend on retargeting to those same people, right, so they may see an email from me in the morning, about the stop barking product. And then later that afternoon they're on Facebook and see my ad for it. They go "Okay, well maybe I should check this out" and they click it.
 And part of it I think is because there's hearing about it from multiple channels. Right so they hear it from our list and they hear it from our retargeting.

And then what I like to do is anytime I promote a product, it's not a one and done thing, right, I'm on a campaign to promote that product.

So I might be promoting the same product for seven full days, so they may get and see multiple emails from me about this product. And then they may see my ad, a few times that

week on Facebook, promoting the same exact product, and it's like those two things come together and they make really powerful profitable ads.

So, I'm going to show you how to do it, I'll share my screen. Okay, so this is inside our Facebook ads dashboard. This is currently an inactive account without any apps running at the moment. I want to show you. Just the setup process, and how you do this.

Okay, so the first thing that you're going to want to do is to create your retargeting list, and how Facebook does that is they have something called audiences. And we're going to use their audiences feature to build this list.

So up here at the top it says ads manager and if you click that, you'll see that there are all these different things that you have access to. Facebook has a wealth of really powerful tools and a lot of people just don't really understand how to use them, they don't even know they're in here.

But the one you want to look for is going to be audiences. And it's right there. So you see that there. So you click on audiences. So here you'll see audiences that you may have built in the past, there's a lot of different types of audiences. Today we're going to really focus in on one specific type of audience. And, and I'm not going to cover all the different ones that you can do. But there are a lot of really powerful that you can do here, but we want to do is create an audience... click the create audience button.

And we want a custom audience, okay, you can see there: "custom audiences connect with people who have already shown interest in your business, your product, with custom audiences. You can create an audience from your custom contacts, website traffic, or mobile app."

They really undersell that. So we're going to click that.

Then we're gonna get a little thing that pops up on Facebook. Okay, so now you're going to get a lot of different options, and we're going to come back and talk about a couple of these, but I'll start out and focus on lead ads. So as you can see here, there's website, if you have a mobile app....

You can even target based on offline. Right. How do we do that?

Somebody walk into your store? Well, you can target them. You can also upload new customers. So if you want to upload your list of subscribers could also do it that way. but what we're going to focus in on today is lead form.

So, what we're going to focus on today is lead form.

And I'm going to come back and show you a couple other options in a minute, but let's focus on one. And if you click it, again this is what Facebook calls a lead ad. And there we go. You get this little this little box here.

And we can actually create an audience.

Okay. And we've got a bunch of options. So you can put a bunch of different requirements in here. You can also exclude people, we're going to come back to talk about that.

So, you have a couple options in these dropdowns.

You can target anyone who opened up your lead ad form, the survey and you can stick in Facebook and it has a form in it. So you can target anybody who just, all they had to do was open it, look at it, you could target them, build an audience of these people.

People who opened it didn't submit the form, didn't become a lead, to target them if you wanted to. And the one I like is this one: people who open and submitted their form. they're going to be my most targeted audience, and these are all the people who have submitted my lead form, and join my list.

This is the most effective way to target these people, so we click that one. Right. now we have some options. We want to target the past. Everyone who did it in the last 90 days. Right.

So you can see here the maximum is 90 days. That's the longest the longest you could retarget somebody. Now, I know I don't advise, for the tactic I'm going to show you, I don't advise to set it at 90 days. I like to go with a short window, so I'm going to only be targeting people while they're hot.

So I'm going to make it 10 days, and you can adapt and adjust this number, as you see fit. And then you can also create multiple audiences, which I'm going to show you in a minute.

So you could create one audience that's 10 days, you could create a second audience, it's like, 11, to 30 days you could create a third audience that's 30 to 90 days right, you could actually have a lot of options for running ads to these people, just based upon how recently they filled on our form.

Right. So we're gonna start with 10 days. And then we say what page it is for. Many many pages... For this experiment...

Now, by default, it's going to be any lead form on your page so you can actually create many different of these lead ad forms. Okay, so if you leave it just like this, it will be anyone who filled out any form, any survey on your page, you know, in the last 10 days, or you can select specific forms, that little blank right there.

And then you actually search for the different forms, if you click…

So here are the different forms that we have. So I could pick, you know, let's say I had one form that was, you know, targeting dogs with behavioral issues, I had another form that were for people who want to buy treats for their dogs, right I got two different retargeting audiences if I wanted. So here you pick the form that you want.

Here's one we did a free plus shipping offer on. So we can pick all of these. Or we can just leave it by default, and it would automatically use all the ones on the page. Okay. But in this case, just for the purposes of this demo. Lets select these four. Just for fun.

Okay and now you can see all the forms. So, what this is going to do, when we create this, is you're going to give it a name. Let's call this 'live test delete'.

I'm not actually gonna use this audience, I'm just creating it for the purposes of this.

So, we can click 'Create audience'.

And then you'll see on your audience's screen. So, ignore this stuff. This is trying to help you do more things you can ignore.

All of this and just click done.

You'll see it right there 'live test delete'.

Now, Facebook is really weird when you first create new audiences. You'll see sometimes it'll say 'ready' with a green light. Sometimes it will say populating audience, Sometimes it will show an error like, it's really weird. The first like 24 hours that you create a brand new audience.

And I don't like to use my audiences until it is kind of gotten to that phase, because what Facebook's doing is they're doing a background buidlnig the audience. And you get lots of weird messages here, while they're building.

Okay, so I like to give it 24 hours in order to let it finish doing it's thing, if it gives you a weird error I'd ignore that for the first 24 hours. after the day is gone by, if there's still an

error or it's not ready, then something went wrong. Try again, or reach out to Facebook support, but they almost always work as they're supposed to. Just give it 24 hours.

Now, I showed you how to build the 10 days, that's this one right here. We could come in and edit this list if we wanted to.

But let's create a new audience, I'll show you a cool trick we're going to create another custom audience.

And we want lead form ads. We're going to do all the same stuff. People who open and submitted the form. And we're gonna say the past 30 days. Remember the last one was 10 days.

And then we'll pick our page

Let me try to find it...

There it is

And now, click exclude, so watch this. So now we're going to exclude the last 10 days...

So now what this will do is it's going to be everyone that is 11-30 days old. So now, why I do this is because I can aggressively retarget people that are 10 days or less that have recently filled out my survey right they're the hottest newest the warmest leads. Let's target them aggressively for the first 10 days.

And then once they get 11 days old, they fall out of that audience and they really end up losing this audience. And now I can maybe fall back on those every week, or I spent less money, or maybe I'll try a targeted product. And now I have flexibility where I can target only my hottest leads or the leads that are starting to get a little bit older.

Now create audience. You have a lot of ways to do this. And, you know, if you really want to get advanced, really into this, I like to create a three tier audience so I'll do you know like from zero to 10 days, 11-30 then 31-90. That's been a nice sort tier.

And now they're all targetable with ads. Okay, so we're going to want to go back. Click on business tools here in this little drop down. Now I want to go to the ads manager.

And so we can create an ad targeting the products that we're promoting okay so let's say after somebody fills out our lead form. We're going to promote, in this case it's a stop barking product.

Right, so I can actually create an ad that specifically targets. All those people that have just filled out my lead form. I'd like to show you an example of one of these ads, and then I'll quickly run through the interface to show you what the process of creating looks like.

And what I like to do is I want to create a type of an ad where you're telling Facebook.

What you want to get will be called initiate checkouts. If you've set up your Facebook pixel correctly on your website, which is in your training in the same setup on documents, it tells you how to set up Facebook tracking properly, read on your website that you have that set up, Facebook and actually see when somebody goes to your website and starts the checkout process.

So you can create ads that, you know, track that. You can tell Facebook "hey I want you to find and get people to at least start the checkout process to start clients."

You can also come face if you want to try to get purchases. I like to start out with initiate checkout. So I want to set up ads to initiate checkout. If those work well, then I might want another step to try to get people to purchase.

Okay, so let's take a look at these, so I'll show you what they will look like.

These ads, I tend to make them either an image or sometimes we'll do a video, if you know if you have the resources to be able to do videos, or you can just do straight up image ads. So I'll show you some examples.

Okay. So here is an example of one of the ads we did for retargeting.

So it's just a stock footage of a bunch of dogs barking.

Talking about calling them to go buy the product.

And then we have a couple different variations of this.

There's some very similar ones, we're trying some different headlines and some different text copy. And then here's an example of an image ad. So, this ad is just an image.

Here's a final one I'll show you. This promotes the product. So when they click it, it takes them over to the sales funnel to buy that product. Okay. So at this point the process would have been, they fill out the survey on Facebook, answered our question. Then, later in the day, two days, three days later they see an ad for the product that we're trying to sell. They click it takes us straight into the sales process.

So let's do once actually show you what it looks like to create one. So I'm not going to do an entire tutorial today on all the ins and outs of Facebook ad creation, we'd be here for a few hours, but I'm gonna just show you a quick highlight of what, what's the important things that you need to know.

So we're creating these retargeting ads. There's a couple really important things. I'm just gonna cover those real quick. And one of the things that you're going to want to do is optimize for conversions, and that means telling Facebook that you're trying to get people to go to your website and take an action

And so heard me talk about about the conversions that I wanted was that they actually go into my checkout process and start the checkout process. You could also make it be that you're trying to optimize to get purchases.

But on a new ad, a new product it's better to start with initiate checkout. So just click that and now Facebook is going to be paying attention, and they're going to try to get you as many people as possible, who will go to the page, view your product, and actually try to buy.

As you scroll down, here's another importance place: your audience. So when you're trying to target... So you specify the Facebook, you're tracking this thing right here it says audience, custom audience.

So if we click here, click on custom audience, there's the audiences that had created. Now I wouldn't create ads and I will not use these audiences, until they're 24 hours old, which has been my best practice for me because they just, they're just weird. They don't act right the first 24 hours. So, once it's created you can come in here, like this one, select that one.... There we go.

So now, it'll be targeting everyone in that audience. Right. Now the cool thing is, this audience constantly updates. So, every time someone fills out one of my lead forms and becomes a subscriber, they go on this list. It's constantly updating. And that because we're targeting from when we created, we're targeting people in the last 10 days. So it also automatically drops people off of this list, so when someone's 11 days old, after having subscribed, they drop out of this list.

So this ad will only target people who just recently in the last 10 days filled out my lead form. Now you could also, if you wanted to, it's just optional, also select this other audience.

Now I'm gonna click it. Now it added up here. So, if you do that it adds these together. And the audiences portion here, the more audiences you click on it, add into the bucket, so to speak, it adds...

This is something that can be confusing to some people. All right, so here, it adds them all together. So now we'd be running ads to everyone who joined in the first 10 days plus, everyone who joined in 11-30 days. Okay.

You can also exclude. You see that little exclude thing here? And that will take people out of the audience. So if you wanted to, let's say you have an audience of people who purchased.

I'm gonna pretend that these were these were purchases. You could exclude them if you wanted to, you could exclude anyone. Now these other sections here are also things that filter down, make the audience smaller. So, if you put in different locations, that's going to take all the people contained in this audience and then filter it down by location.

So if I selected United States, but somebody in the United Kingdom filled out my lead form, they would not see the app that I created. It would only target people who are both in this list, but also now match the target requirements down here, so everything here becomes a filtering, and subtracts it people out. Okay, are you targeting male and female, or old, or language... I tend to leave this stuff blank, just leave it. Just let it run. Maybe I'll also target geolocation, maybe I can only ship my products to the US.

You can also filter them down even further, which is a very advanced thing so here we can also target by, let's say people who are interested in dog toys.

So what that's going to do, is this is going to filter, even further where it's gonna do is, people in this audience are also interested in dog toys... So, I just want to show you that possible, but you don't want to do it in this case.

The point is, I'm trying to show you that this top part adds people in based upon your audience, these sections take people out, based upon filters.

The other thing that I like to do is, uncheck this box. This box allows Facebook to try to go out and show your ads to more and more people, and then watch them figure out retargeting, that you do not control. So for a retargeting ad specifically, I uncheck this.

I leave it on automatic placements. Some people like to specify where in Facebook it's going to show. I don't tend to bother with that.

And now budget. So budgeting is something that I want to discuss. I think this is important. When I'm doing retargeting ads, I generally take somewhere between, 10%, to 30% of the budget I'm spending on my other ads.

So let's say I'm spending $100 a day getting subscribers on my list through my lead ads. So that means, on my retargeting ads, I'm gonna spend between 10 and 30 additional dollars on this ad.

Let's say I was spending $100, so if I was on a tight budget I might spend $10/day. It kinda depends on where you are. If you're testing you might wanna go on the low side, if you've got a bigger last been doing this a while, you know you're profitable, you might want to spend more. But the sweet spot is somewhere between 10 and 30% of your budget, you're spending on attracting leads.

And here's where you make your ad. This is where you would create your ad, it will give you a little preview of what your ad looks like... we gotta give it a minute to load here. Okay, so there is my page. So make sure you select the right page, and then if you have an Instagram page for that, you select that there. That's because you know Facebook ads also appear on Instagram.

And here's where you select the type you want, by default, it's single image or video. And if you're new to Facebook ads, or even if you're just like a novice/intermediate, just stick with that. Right. There are other lots of cool things you can do, they call it carousel, a lot of images they scroll through, collections, all kinds of cool stuff. But let's just stick with single image.

Here, under media, lots of fancy thing to do. Slideshows and video templates to create videos inside Facebook, it's all outside the scope of today's training. But we have media if we click add media, you can add either a single image or a video.

Now we click 'add image'. By default to show you all of the images that might have uploaded in the past. So you can reuse those if you wanted to.

So these are all smaller images. You can see the alert box there, so that's telling you that they're probably too small.

A couple of different places you can get images. You can use images on your page. So let's look at those page images...

Nope. As you can see, they all have the alert thing going off... So this means I probably shouldn't use those, they're just not the right size.

And here's one that seems to be okay so.

So we could select that, or, something radically underutilized: stock photos. So we click stock photos and we can have an enormous library, millions of stock photos and you'd have to pay for them elsewhere, you can use them in your ads.

And so it's got a search feature. So, we can type 'barking dog'. It's gonna go really slow and show us some barking dogs.

Anyway, using all of these images are totally free as long as you just use them in your Facebook ads. And there's some great ones.

I very rarely go off and buy my own stock images. I usually do a stock image on Facebook. One thing to know: just because the image is in the stock library does not mean it is compliant with Facebook rules, right like an example. I see this one has a bunch of writing all over it, Facebook doesn't want you to put a bunch of text on your images.

So, for example, this little one right here with all the writing is probably against the Facebook rules. There are also pictures of girls in bikinis and all kinds of stuff that you can find in here that may not be compliant with Facebook's rules.

So, I see people think that "Facebook showed it to me so they should approve it." It doesn't work that way. So you got to watch and select images that are compliant with Facebook's rules.

In many cases, you can, if, if the image in the library that you want to pick is large enough, and it has text, you're worried about it. That later stage after you select an image, you can crop for a particular ad placement. And so, if you want to crop, so that the text is less prominent, that's usually possible.

Okay, it's going incredibly slow...

So now we can see there's the image, over here on the right is a rpeview of the advert. And it's pretty cool here, because you can change that. If you hover over here, see what's it gonna look like on the desktop. Compared to a mobile device, see? So what it's going to look like on desktop.

So here's some intro text, here you want a compelling phrase for people to look and click.

Sometimes people get crazy with the whole sales message in here. And that's usually not necessary. It's just a teaser to catch attention, give a little bit of emphasis on why someone wants to click the ad. Yeah, you can see how it pops up right? So it looks like a typical Facebook post, that's attached to where the ad goes.

Now we have the headline. Okay, make some kind of bold statement or promise there. You can see it popped up.

On the description right here, it's actually optional. Fill this out or not.

Here on the website URL, this will go to the sales page that people are promoting. So I don't have a URL handy here, since this is our demonstration. But this would be the actual product that you're promoting on your page on your website.

You also can have what's called a 'call to action' that you can change up. Usually, I find that more some are more effective than others. Learn more is pretty good, but you can try any of those call to actions, that little button right there..

Much more advanced stuff, leave all that on the default settings. Click review.

So once you click review. They'll give you a pop up like this. And then you can save to draft and publish.

One step that I often forget is to properly name my ad and my adset. 'Adset' is where you specify your targeting, who you're trying to reach, how much money you're spending, and 'ad' is where you specify what how you want to look, you know, what's the text, the link, the image, the video whatever you want to look is the ad itself is here. Each one gets a name.

And then you click 'Save Draft' and you can publish it out. It creates that ad. So I want to go back now and show you one other feature inside the audiences there. So that's everything you need to know to create that ad as well let's go back to audiences. So now I want to show you this.

So now I want to show you some other kinds of retargeting that you can do. This is not the only kind of retargeting you can do, you can retarget people who filled out your lead ad form, your survey on Facebook, using my training that teaches you how to do that. So that's the first one.

And there were lots of other ways to retarget.

So you can build retargeting lists of people who have started your checkout process. Anyone who's browse your website EVER, retargeting to whoever is engaged with you ever. And I want to show you a couple of options so you can understand how you can make all these cool ads.

So we're going to create another custom audience. This is kind of going into how do you your retargeting for pretty much any kind of business. You're not using lead ads. Here's how you would do your retargeting.

So here all of our options: we can target based on a wide variety of website behavior. People who visited specific pages, so let's say you have a section of your website that is all about a specific product, a specific category, you can target only people who visited those pages, and not everyone else.

You can target people based upon how long they spend on the website. You might not want to target people who have stayed for under 10 seconds.

Maybe let's target people who are interested, and they were on my site for more than 30 seconds or a minute, or five minutes. How many pages did they see?

Did they initiate a checkout? Right. Did they purchase something? So you could build a retargeting list of everybody who bought from you in the past to sell them or new stuff.

Powerful stuff.

So, are going to show you another one. So that's from website behavior. You can also do customer lists. So, if you have a list of customers or subscriber from an email autoresponder, you just upload them. And then Facebook tries to match, usually I find that Facebook matches somewhere between, probably 60% to 80% of leads. It won't get matched but it will be pretty good. And it builds a retargeting list.

Right, it explains it here. There are some steps you can do just right. And you can go through the wizard and get their support for this stuff.

Now, don't go purchase data.

Facebook has gotten really sensitive. They want this to be only data, you actually have to have permission to communicate with them. Right, so your customers, your subscribers. Things that you have permission to have access. So don't just go like finding random lists scraping emails or harvesting emails on the web, that kind of thing.

And then upload that and only use your lists. Right, that's based on the list. We're going to skip app activity and offline. The offline is for the physical stores.

Video is another cool one. If you're going video content on your page you can target people who watch at least 75% of your video. So let's say you have a 10 minute sales on your site that you're sending traffic to. Now, retarget people who've watched, at least 75%

of the video. That indicates that they're interested - if they sat there and watched it to that point. 75% or more, that indicates that they are interested, you can build retargeting ads to them.

And then you can specify how long over time. And the same thing goes here, obviously the longer time, the more cold the audience is, the hotter the audience is, etc.

You can make adjustments based on that.

Events, Instagram, skip these.

One that I find useful is Facebook page, so click on that. There's a ton of things you can do here. Okay, so you would pick your page you want to target. So I will just pick this page. Now, see again we have a date range, but we have many options here. Anyone who visit your page. So that's, every Facebook user who ever visited your page the last time you want to specify. You can now build the list, target them with ads.

If they engage with any of your posts or ads, so you're posting content, and they liked it, they commented even if they, you know, even if they didn't like it and made a nasty comment you can still target them to anyone who was actually engaged with your ads or clicked on the call to action button of your ad, you know, they click to you to visit the page of your ad.

I love this one because it works beautifully with Givebot. Okay, so if you're a Givebot owner, target people who have sent a message to your page. If you're using Facebook Messenger in Givebot, this allows you to now build the list of everyone who's interacted with your page through a message.

We have the same date thing, we have a timeline..

So we could say "have they messaged my page in the last couple days?" - they are probably red hot leads. You can also find ways to exclude people. So we can also exclude people based on let's say, just for the fun of it, if they messaged my page, but they haven't visited to it yet. So, they haven't visited my page, but they sent me a message.

So, as you saw, this is an interesting one. I've never used this one. People who have saved your page or post, a feature which I use when consuming content. You can save a post for later. I've done that, like if I see a sales video I like but I cant watch it right now I'll save it.

Well this gives you a way to build a list of everybody who's done that with your ads or your page. And so all of these are different ways to build custom audiences, you can target them later with ads. It's incredibly powerful.

And one of the things I wanted to really focus on this for, is when I ran lead gen ads. I was building a list and promoting products. I found that these retargeting ads made a huge, huge difference.

So maybe I spent $100 a day to generate my subscriber list. And then I was emailing them surveying trying to sell. And then let's say, you know, I was breaking even and maybe even losing little bit of money in that process. As soon as I turn it on these Facebook retargeting and started to send emails that kind of matched up with them it made a huge change just overnight

That campaign went from losing money to now, profiting. Who doesn't want that? So it's very useful to do. So if you're in Leads to Profit or Profit Discovery Formula, or you're doing any kind of subscriber list building, it's worth it to go through the trouble to learn this, and implement it.

Just be sure to promote your ads to your retargeting list, the same stuff that you're sending emails that you're currently promoting to your list and that's it. It's that double whammy, which will take your breakeven or money-losing campaigns and bring them to profit.

So there you go.