

No-Tech Retargeting Ads Checklist

Print off this checklist and tick off each step as you go through the '[How to Run Retargeting Ads: A No-Tech Guide for Small Businesses](#)' guide on our Talk About Digital Podcast website.

Setting Up Your Retargeting Ads

- Create a Free Ad Account
 - Set up a Google Ads account
 - Set up a Facebook/Instagram Ads Manager account
- Install the Tracking Code
 - Install the Google Ads tracking tag on your website
 - Install the Facebook pixel on your website
 - Use plugins or tools to install the tracking codes easily

Identifying Your Target Audience for Retargeting

- Segment Your Audience
 - Identify cart abandoners to retarget
 - Identify recent visitors who haven't purchased
 - Identify product viewers for specific retargeting
- Set Up Custom Audiences
 - Create Custom Audiences in Facebook Ads Manager or Google Ads based on visitor actions (cart abandoners, product viewers, etc.)

Designing Your Retargeting Ads for Small Budgets

- Craft Effective Ad Copy
 - Write clear and compelling headlines for your ads
 - Focus on the benefits your product or service offers
 - Include a strong call to action (e.g., “Shop Now”)
- Use Free Design Tools
 - Use Canva or similar tools to design professional ads
 - Create ads that highlight your product or service visually
 - Ensure your ads are branded and attention-grabbing

Launching Your Retargeting Campaigns

- Set Up Retargeting Campaigns on Facebook/Instagram
 - Create a new campaign in Facebook Ads Manager
 - Choose the objective (Sales, Traffic, or Conversions)
 - Select your Custom Audience (cart abandoners, product viewers, etc.)
 - Set a small daily budget (e.g., £5 to £10)
- Set Up Retargeting Campaigns on Google Ads
 - Create a new Display campaign in Google Ads
 - Choose Sales or Website Traffic as the goal
 - Select your Custom Audience (cart abandoners, product viewers, etc.)
 - Set a small daily budget

Monitoring and Optimising Your Retargeting Ads

- Check Key Performance Metrics
 - Monitor Impressions, Click-Through Rate (CTR), and Conversions
 - Regularly check Cost per Conversion to ensure profitability
- Adjust Ads to Improve Results
 - Tweak your ad copy or headline to improve engagement
 - Update ad creatives to avoid ad fatigue
 - Refine audience targeting to focus on the most engaged visitors
 - Test different ad formats (image, video, carousel)

Boosting Your Results with Retargeting Strategies

- Add Special Offers to Retargeting Ads
 - Create ads that offer discounts or limited-time deals to attract new customers
 - Set up campaigns targeting specific groups like cart abandoners
- Build Brand Loyalty
 - Create ads for existing customers with exclusive offers
 - Promote new products to past customers with retargeting ads

- Use testimonials or customer reviews in your retargeting ads
- Promote loyalty programmes in your ads to encourage repeat business

Common Mistakes to Avoid with Retargeting Ads

- Avoid Spending Too Much Too Soon
 - Start with a small daily budget (e.g., £5 to £10)
 - Monitor performance before increasing the budget gradually
- Avoid Retargeting Everyone
 - Segment your audience (cart abandoners, product viewers, etc.)
 - Exclude irrelevant audiences (e.g., visitors who left quickly)
 - Match your ad content to the specific audience segment

Growing Your Business with Retargeting

- Continue to Optimise
 - Regularly refine your audience segments for better targeting
 - Test new ad creatives and offers to improve results
- Expand Your Reach
 - Gradually increase your budget as campaigns show positive results

- Experiment with new ad formats (e.g., video or carousel)
- Build Customer Loyalty
 - Use retargeting to promote exclusive offers to returning customers
 - Leverage testimonials and loyalty programmes to keep customers engaged

By using this checklist and following the related guide on the TAD website you will understand how to use low-cost retargeting to secure those potential customers who didn't contact you or buy your product or service after visiting your website.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.