**Different Ways to Think About Remarketing**

Remarketing is a clever for of advertising offered by Google.

Remarketing essentially means showing ads to people who have already been to your site. Whereas advertising is traditionally used to increase awareness among those not familiar with your brand, the idea here is instead to show ads to those people who *nearly* bought from you but didn’t quite. Or to show them to people who *did* buy from you and might want to again! And actually, this can be a much more cost effective way to spend your money!

The only thing to keep in mind is that remarketing is a different beast compared with traditional marketing and it needs to be approached as such. Here are some differences that you should keep in mind.

**Comat the Objections**

With other forms of marketing, the aim is to make people aware of your product and why it’s good. If you’re showing an add to someone who lingered on your checkout page though, they probably know what you sell and why it’s interesting. The problem is that they had objections that prevented them from clicking ‘buy’ – maybe they didn’t have the money, maybe they didn’t trust your brand, or maybe they thought you were ‘just another scam’.

A better way to think about your text in remarketing ads then is as a way to convince people to overcome those objections.

For instance, you might focus your text on telling people about your 100% money back guarantee. Or perhaps you might use it to tell them why buying from you is actually an*investment*.

**Offer a Deal**

This is actually the perfect time to offer a deal. If someone has thought about buying something and decided not to, then it might just take a little push – like some money off – to change their mind. Now is the ideal time to talk about that deal and to get them to change their mind!

**Use Contrast**

Contrast is when you show a product that is similar but different to the one someone is interested in. For instance, if you previously promoted a suit that cost $1,000 then you might use this opportunity to show them one worth $800. That’s still an expensive suit but the contrast makes it *feel* cheap. And the buyer now has the opportunity to feel good about themselves for holding out and only buying the ‘cheap’ option!