

ANTHONY ANTONICELLO

# How To Double Your Conversions with Retargeting Paid Social Ads



The Social Shake-Up  
May 22-24, 2017 | Atlanta

[www.socialshakeupshow.com](http://www.socialshakeupshow.com)



#shakeupshow  
@AjAntonicello

# WHAT IS RETARGETING?



#shakeupshow  
@AjAntonicello

# HOW RETARGETING CAMPAIGNS WORK



#shakeupshow  
@AjAntonicello

## TWO TYPES:

### Pixel-based retargeting

is a way to re-display your material to any anonymous site visitor.

### List-based retargeting

after you already have someone's contact information in your database.



# Upload your subscriber list to social networks.

Why?

Listening

Relationships

Community

## Create a Custom Audience

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.



Customer List

Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook



## Create new list audience

Name your audience.

Give your audience a unique and descriptive name.

Vero blog subscribers

Specify the type of data in your file.

What kind of records will you upload?

Email addresses

Mobile phone numbers



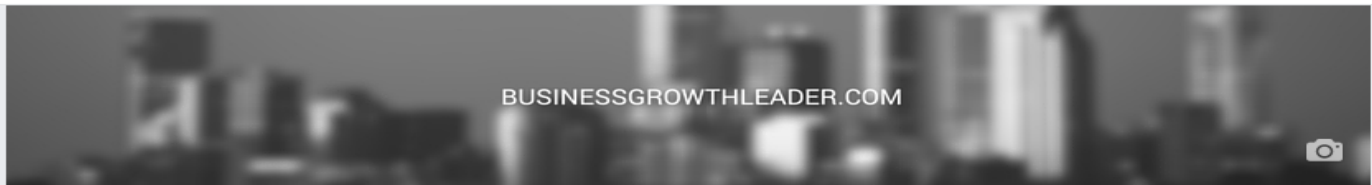
The Social Shake-Up  
May 22-24, 2017 | Atlanta



#shakeupshow  
@AjAntonicello



Business Growth Leader @businessgrowthleader



Liked Message More

Learn More

Home

- About
- Services
- Photos
- Likes
- Videos
- Events
- Posts
- Shop
- Manage Tabs

Promote

Status Photo / Video

Write something...

This Week

118 Post Reach

0 Learn More

Help People Find Business Growth Leader



Use a Get Directions button to lead them directly to 201 E Jefferson

Promote Local Business

- Edit Page Info
- View as Page Visitor
- Remove From Favorites
- Create Event
- Invite Friends
- Suggest Page
- Like As Your Page
- View Insights
- Block Page
- Share
- Create a Page

USE FACEBOOK'S 'Suggest page' tool to display ads to your email subscribers for free



Business Growth Leader  
@businessgrowthleader

Home

- About
- Services
- Photos
- Likes
- Videos
- Events
- Posts
- Shop
- Manage Tabs

Promote

Suggest Page to Email Contacts

Upload your email contacts to suggest your Page to them on Facebook.



Contact List File

Upload Contacts



Constant Contact

Upload Contacts



MailChimp

Upload Contacts



VerticalResponse

Upload Contacts



iCloud

Upload Contacts



Outlook.com (Hotmail)

Upload Contacts



Yahoo!

Upload Contacts



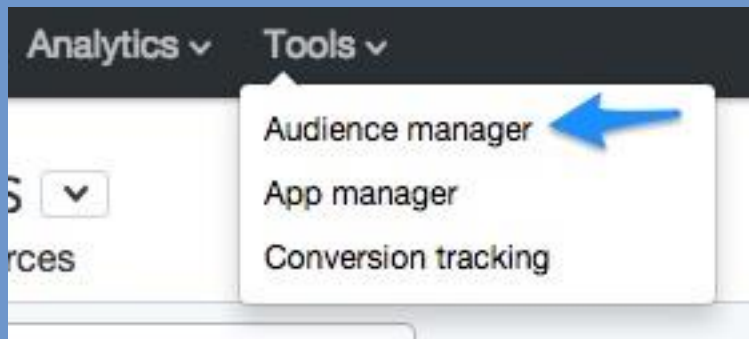
Other Email Service

Upload Contacts

Cancel

# UPLOAD YOUR EMAIL CONTACTS TO TWITTER

Go to [ads.twitter.com](https://ads.twitter.com) >> Tools >> Audience manager.



Create new campaign.





# UPLOAD YOUR EMAIL CONTACTS TO TWITTER

Scroll down to “Add tailored audiences” and upload your email list.

## Add tailored audiences [Remove tailored audiences](#)

With tailored audiences, you can specifically target people that are important to your campaign using your own data.



### Lists

Upload your own list of emails, Twitter IDs, or mobile advertising IDs.

It takes about 3 hours to process a list.

[Create a list audience](#)



### Website visitors

Put a code snippet on your website or in a tag manager to collect visitors, purchasers, or downloaders.

It can take hours to days depending on how you implement marketing tags on your site, and time to collect visitors.

[Collect website visitors](#)

Upload your CSV file

## Upload your data file.

Supported file formats are .csv and .txt. The maximum file size is 5 GB.

Your list can be separated by new lines or commas.

Change file

vero blog subscribers.csv

The records in this data file are already normalized and hashed using SHA256.

## Agree to the terms of use.

I have read and I agree to the [tailored audiences terms of use](#).

Create list audience

Cancel



The Social Shake-Up  
May 22-24, 2017 | Atlanta



#shakeupshow  
@AjAntonicello

# Anthony Antonicello

Email me at  
[aantonicello@delivra.com](mailto:aantonicello@delivra.com)  
for a free eBook of today's  
presentation

**Delivra**  
Have More Conversations.

 The Social Shake-Up  
May 22-24, 2017 | Atlanta



#shakeupshow  
@AjAntonicello

