

149 - You're Missing Out on Money by Not Using This Social Media Strategy

Laura Davis: [00:00:00] On the show today, we're talking about a strategy most social media managers don't use, which could make their clients more money.

Laura Moore: Welcome to JFDI with The Two Lauras, the weekly show where we share tips, ideas, insights, and the occasional rant about working in social media marketing. As a social media manager, I'm guessing that your clients probably want to make more money from their marketing, which is why they've hired you.

So you might be surprised to hear that 92 percent of people visiting your client's websites from the content that you're creating will not buy on their first visit. So on today's episode, we're diving into a strategy that social media managers could use to get more people to spend more money with their clients and the big benefit to you is that you can then charge more money for this service too. Bonus!

Laura Moore: Right, let's dive in.

Laura Davis: Cha ching! Cha ching! Cha ching ching ching!

Laura Moore: Show me the money! [00:01:00] Okay, right. If you have ever been on a website – you probably have been on many websites, but there's probably been a website that you have gone and looked at, you've maybe seen a product, maybe you saw it on Instagram first, and you've been like, Oh yeah, this looks cool.

And then you don't go and buy it, right? And then a couple of days later, maybe you might see it mentioned again in an ad. And you're like, Oh, that's that thing I was looking at, but you're sitting on your sofa. You can't be bothered to get up and go and get your credit card. And then a couple of hours later, you've got up off your sofa.

You see the ad again. You're like, Oh yes, there's that thing. I need to go and buy it. And you've kind of been stalked around by this thing that you were looking at. It happens to me a lot, by the way.

Laura Davis: Yeah same.

Laura Moore: I get stalked by products a lot that I then end up going and buying. That is retargeting. And that is one of the most powerful and underused kind of tools and strategies for social media managers.

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Laura Davis: In case you missed this in the intro from Laura, there's 92 percent of website [00:02:00] visitors do not buy on their first visit. So retargeting helps bring them back.

Laura Moore: That is a massive stat.

Laura Davis: Yeah, and I totally, that is me.

Laura Moore: Yeah, well it's most people, clearly.

Laura Davis: Clearly, yeah. Like I'm on my website, I'm on the website looking at something, then the phone rings, or the kettle boils, or The kids walk in the room and I think I'll do, I'll do that later and later never happens.

Laura Moore: But it could just be, Oh, can I get it cheaper somewhere else? Oh, are there other alternatives? You know, Oh, I need to go and speak to someone about this. I need to go and ask my husband if he thinks we should buy this or –

Laura Davis: I need to go and measure.

Laura Moore: – have I got enough money in the bank? You know, there's so many reasons why you might not buy it on that first visit, but 92 percent that's nearly all the website traffic, nearly all the people who are coming from your content.

Like, that is massive and quite depressing.

Laura Davis: It was quite depressing for a social media manager who works their [00:03:00] ass off –

Laura Moore: Yeah.

Laura Davis: – to get someone to click a link is hard. And you finally get them to click the link and then they land on the website and then the buggers don't do anything. 92 percent of the buggers.

Laura Moore: You're looking at your stats and you've had 100 link clicks this month and you can tell yourself, great. Only eight of those probably ever bought anything. I mean, that's just a great way to start the week, isn't it?

Laura Davis: Yeah, okay.

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Laura Moore: Anyway, we're going to, we're going to make this much more cheery and help you to get those people back.

Laura Davis: So let's just start by explaining what, what do we mean by retargeting? So retargeting are ads that are shown to people who've already engaged with that particular brand in some way.

So it may be they've visited the website, they've maybe watched one of your videos, they've engaged, maybe commented on your Instagram or on your [00:04:00] Facebook, and as soon as that action has taken, you will then, that, that, that person then goes into their retargeting audience. Now it's not as simple as that, that 100 percent of those people will be retargeted.

But a lot more people are going to be put back in front of that brand than if you weren't doing them.

Laura Moore: Yeah. And it's like you're spending all of this time for your client, building that awareness, building that trust, helping them to, you know, kind of generate these warm leads essentially. And then they're not actually converting into money in the bank.

If you can do retargeting, that is a big win for the client because they're spending money already to get that attention, if you can turn that attention into actual buyers, that is a massive win for them. And your clients probably don't even realise that stat of the 92%, and it might be higher for them.

They could go and look on their own, you know, Google Analytics and stuff and find out if it is you know, [00:05:00] around that. So if you can then position it as a win for them, I think that would be brilliant.

Laura Davis: Because if you imagine you, you, uh, a social media manager for oak furniture, someone goes, Oh, I love that oak table.

They then go away. So they go and check out the website, they get the measurements, they go away and find their tape measure, which like me will take days, go and measure their dining room area. Decide whether you know, maybe speak to somebody else, decide whether that's gonna fit and when they want it then they're like, you know what I cannot remember what that company was.

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So you go on Google and you type in oak table. And then you end up going to the competitor of the person who first introduced you to that particular table.

Laura Moore: Yeah.

Laura Davis: So if you had retargeting ads running, you in theory are taking away that, that loss of a customer.

Laura Moore: That risk. Yeah.

Laura Davis: Yeah. The risk. Yeah.

Laura Moore: Yeah. It happens to me a lot. I see something I have, like, like I will often screenshot [00:06:00] things when I see them on the internet, hoping that I won't forget who they are. I always lose a screenshot. So, you know, if they're retargeting me, I'm much more likely to buy it. For sure.

Laura Davis: Yeah, especially if those, if you've got hesitation in buying them and your retargeting ads are dealing with those kind of pain points –

Laura Moore: Yeah.

Laura Davis: – are good ads.

Laura Moore: Yeah.

Laura Davis: Then yeah, absolutely.

Laura Moore: Yeah, definitely.

Laura Davis: Okay, so there are three very easy ways to do retargeting, um, particularly for social media managers who have worked very hard.

Number one is, as we've mentioned, those website visitors. So people have seen your hard efforts on social media, they've gone over to the website. And they've browsed the product, they've maybe spent a little bit of time on that website, but they didn't buy. A website retargeting ad could bring them back into your world with a call [00:07:00] to action to obviously, to buy or to, you know, sign up for something or to um, fill out a form, whatever that thing may be.

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Laura Moore: And what's important to note with that is that they, they have to have been on the website, but they don't have to have clicked a link that you've put on a piece of content.

Laura Davis: No.

Laura Moore: They don't have to have clicked the link in the bio. They just have to have been on the website.

Laura Davis: Yeah.

Laura Moore: So if they are on Instagram, for example, and they see some content, but then they go and Google you, they've still been on the website, so they can still be retargeted.

Laura Davis: Yes, and with that in mind, your retargeting ads can be mopping up people who've been on the website, even if they've never been on your social media, so you get, pull these people into your client's world who have just gone on there kind of straight from Google.

Laura Moore: Perfect. Love that.

Laura Davis: Okay, so that's website visitors. The number two is your engaged social media followers, so you can retarget people who engage with your social content. You can retarget people who, [00:08:00] whether they've liked something, commented on something, whether they've just followed you. And that's on both Instagram and Facebook.

And so that's where, you know, again, if you imagine you've put some good content out, you're getting loads of people commenting on it. Then they get pulled into a retargeting ad to get them down the next step, whether that be to go and buy a product or, as I say, there are various options. But it means that you've done the hard work of getting that engagement, and then the ad takes the people down that next step of the funnel.

Laura Moore: Yeah, love it. And then the final one is your video viewers. So, this is brilliant because if you are somebody who's creating reels or, you know, any kind of video content on Instagram and Facebook, you can retarget people who've watched those videos and you can do it depending on how much of that video they've watched, right?

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Laura Davis: Yeah.

Laura Moore: And obviously the more of a video they've watched, the kind of hotter they are potentially. So [00:09:00] you can mop up all of those people who've spent time watching your reels or your videos and get them into an audience and then do similar to what you've just said about showing them those ads after they've watched the videos, which is amazing.

Laura Davis: Yeah. And nowadays is, it, like, video views have always been – nowadays, makes me sound like a right old lady – um, but video views has always been an amazing tool, but it was kind of less so, you know, 10 years ago, but now. Obviously, with the introduction to short form video, it's incredible.

Laura Moore: Yeah.

Laura Davis: Such, such a good tool.

Laura Moore: I mean, imagine, right, your client's got some brilliant UGC kind of content showing how a product works or whatever. And then the person watches that and they're like, Oh, this looks really good. And then they keep getting hit by an ad, buy this thing, buy this thing. They already know how it works. So, you know, it's just like reminding them to get off their arse and go and get the credit card so they can go buy the thing. Perfect. Love it.

But there are some mistakes when it comes to retargeting. So should we talk [00:10:00] about those as well?

Laura Davis: Yeah. Yeah. I think one of the ones would be I'm just trying to think the most, most likely is probably not giving things enough time. So with Meta ads, everything takes a bit of time to bed in, takes time for Meta to find the people that you want your ads to go to.

So it's a case of and it's a term we use all the time when we're teaching people in the Ads Manager Academy. It's like sitting on your hands, like waiting, having patience. Yes, it's all met as machine learning, doing a lot of this work for you, but it still takes time. If you think of all the billions of people who use Facebook and Instagram, and you're asking them to find a small percentage of people who happen to have engaged with your social content. That's quite an ask, so you do have to wait and have that [00:11:00] patience and not

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panic. I'd say we're one of the biggest, and I see it all the time, people have just turned off the ads after like 48 hours.

Laura Moore: Yeah. Yeah, it's not enough time, for sure.

I think another one is forgetting to exclude people who've already bought, and this won't apply to all businesses, because for some businesses, you might buy that thing over and over again, and you'll want those repeat customers. But if you're selling, you know, something really high end and expensive.

Maybe your client sells luxury yachts, right? Someone's probably only going to buy one of those in their lifetime, or maybe two or three, but not loads. So they don't probably need to see ads on Instagram anyway, but that's a whole different story. Um, but you'd want to exclude those people who've already bought a luxury yacht, because there's no point showing them an ad, because they're not going to go and buy another one tomorrow.

Laura Davis: Yeah, there are caveats to that in there in that some people don't exclude their buyers because then they'll comment on the ad going "I love mine".

Laura Moore: "I love my yacht". [00:12:00]

Laura Davis: And then you get good some good social proof so there are You know, strategic reasons why you might not do that, but -

Laura Moore: Can I just say, when we're writing our podcast notes, we really need to make some examples of what we're going to talk about because me trying to pluck an example, I come up with green grocers, luxury yachts, I mean, neither of which are actually ever relevant to anything we're talking about. So that's a note for the future.

Laura Davis: Neither of which have you ever had clients doing either of those.

Laura Moore: No, I haven't. Funnily enough, maybe that should be the next person I'm trying to target, a luxury yacht company or a green grocer. I mean, the content would be vastly different, maybe interesting. Anyway, moving on.

Laura Davis: Okay, another mistake might be that you sweep all of the people that we've talked about.

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So your website visitors, your social engagers, people who've watched a certain video or certain videos. You may try to create ads that speak to all of those people. And in some cases that absolutely might be fine. That might be the right thing to do. But if you [00:13:00] think of that buyer's journey, if someone's just watched one of your reels and maybe.

actually didn't know it was even your reel. Your ads are still going to have to work a bit harder than if it's someone who's seen your content, gone on the website, checked out the product, and is actively kind of considering it.

So you may just have to have tweaks to your content and your messaging depending on where they are in that kind of buyer's process again, like with everything with ads, there's no hard, you know, mistakes because you have to kind of test everything. But I definitely think, kind of, sometimes mopping everybody up into the same retargeting ads with the same messaging could be a slight error.

Laura Moore: Yeah. And, and depending on how much you're spending when you're running ads, only showing the same messaging and the same images. Like you'd want to make sure you've always got at least two different creatives running anyway. [00:14:00] But you want them to be, like, probably vastly different, talking about different angles, different, you know, videos, et cetera, so that, you know, you are talking about things in a different way.

Because people need to see different messages, don't they, at different times and come at things from different angles.

Laura Davis: Yeah. And I just, I suppose on that as well, there's another mistake, which I think is really, I think happens when people don't really understand Meta ads and they don't understand the complexities of it is that they create the ad, they turn them on, and then they just leave them.

Laura Moore: Yeah.

Laura Davis: They don't do any more testing, they don't put more creative in, they don't tweak the you know, retargeting audience or the retargeting window. They don't, they don't test anything. They just turn them on and then wonder why nothing's happening. And which is a really bad place to be when you're spending your client's money.

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So you really do want to, [00:15:00] you know, yes, have a play around, but you know, yes, turn things on and get started. Yes, then sit on your hands, but you still need to have like a strategy. And a plan to move forward.

Laura Moore: Yeah. I think the other mistake that people make with this is if you're going to be offering retargeting to a client, this is an extra service. This doesn't go into your existing fees.

Laura Davis: Oh, absolutely not.

Laura Moore: This is another service, which is why you should really be thinking about doing this kind of service because you could make some more money and like really decent money comes from running ads. But you do need to know what you're doing. You can't just say, okay, I'm going to go and start creating retargeting ads.

If you've never been an ads manager before, you don't really know what you're doing. You want to make sure you understand the strategy. You want to know all the buttons to press, what you should put in your copy, all of that stuff. Don't just try and wing it.

Laura Davis: And if you're listening to this thinking, geez, this sounds like the perfect kind of service that you want to add to your repertoire, or [00:16:00] maybe you've got some clients that you know will really benefit from this, but you're kind of thinking, I don't really know how to do this. Don't know where to start. Then don't worry. Look no further as they say.

We have got a retargeting ad training manual, which we will link to in the show notes, but you can also head to thetwolauras.com/retarget. And that's going to give you access to much more in depth knowledge, all about retargeting. I'm going to introduce you to lots of different retargeting funnel examples. And answer all of your retargeting ads questions all in one handy training manual. So go grab that today and we hope you enjoy it.

Laura Moore: And in the meantime, we will be back, same time, same place next week.

Laura Davis: We will.

Laura Moore: Toodlepip.

Laura Davis: Au revoir.

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