

Social Media Retargeting:

A “Getting Started” Checklist

The benefits of social media retargeting are huge. Use this checklist to make sure you have all your bases covered as you launch your first campaign:

- Determine the goals and KPIs of your campaign.
- Choose your budget and campaign duration.
- Choose your social media platforms. (We recommend using more than one.)
- Make sure the pixel for each social media channel is set up correctly.
- Identify your target audience based on your goals, then try to set up more specific audience segments (e.g., by abandoned cart value or pages visited).
- Create multiple ad creatives (or risk causing ad fatigue!).
- Infuse your ads with power words, FOMO, and urgency.
- Ensure that your ads are aligned with the tone, voice, and feel of your other marketing efforts.
- Keep your copy as simple and direct as possible.
- Experiment with different offers (e.g., free shipping or a small discount).
- Include a clear and actionable CTA.
- Use different ad sizes.
- Set a frequency cap. (We recommend no more than twice per ad creative.)
- Make sure you've set up your analytics tool or performance dashboard properly.
- A/B test all your ad creatives.
- Optimize your landing page.