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# The Merits of Remarketing

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## The Merits of Remarketing

On average 3-4 percent of leads who complete a form convert into business. It is easy to spend marketing resources and budgets to inch this conversion rate up, but there is another option.

**What about the other 96-97 percent of users who complete a form but do not convert right away?**

This portion of inbound leads takes the step to complete a form, but in most cases, marketers disregard this segment when they do not convert after the first contact. There is a lot of business potential in the people who fill out interest forms, so if marketers have remarketing technology and methodology in place, they can maintain a relationship and turn that into future business.

It is challenging to implement an effective remarketing strategy as there are several plausible technological and organizational challenges that can impede marketers. Executing a proper remarketing plan requires technology and forethought. Otherwise, marketers are left to manually follow up with prospects which can be a tedious process to say the least. To overcome this hurdle, marketers should consider investing in a strategic plan—possibly including partners and/ or technology solutions—so they can execute remarketing efforts like email distributions at regular intervals to add value to relationships with prospects.

To prove the value of remarketing, let's look at two scenarios: one that ignores leads after initial contacts and one that uses email marketing strategies to build long term relationships.

### Scenario 1

A user completes an interest form because they want to learn more about a company, product or service. They are still contemplating their purchase decision, so they are hoping the

additional information can guide their choice. This user receives a phone call from a sales representative within a day of completing the lead form. They are open to speaking to the representative; they welcome the information, but they are not quite ready to make their choice. After this conversation, the sales representative makes note that their conversation did not result in a conversion, so they call another person who completed a lead form to answer their questions. The same representative follows up with the interested user a week later, but they are unable to connect. This is the last attempt to contact the lead, and in the intervening time, the user has decided to hold off on their purchase decision. When it comes time to make their choice, they have no connection with any particular company, so they start their research process over. They end up choosing another company.

### Scenario 2

A user is in the consideration phase of the conversion funnel, and they are looking to collect information before they make a decision at a later time.

A sales representative calls this person, but like user #1 they are not ready to make a purchase at the time of the phone call. The sales representative asks if the person would be interested in receiving regular communication from the company to aid their decision making process. After the phone call, the sales representative makes a note that this person should be added to an email remarketing

distribution list. From this point, the lead receives periodic emails from the company, and when they are ready to make a purchase, they take these communications into consideration and decide to go with this company.

### Why Remarketing Works

Remarketing works because it capitalizes on users who express interest in a product or service. After all, they fill out the initial interest form. It is true that they might not have an immediate need, but marketers should not neglect these users. Keeping in touch with these users will help you stay top of mind when they are ready to make a decision. By building these relationships, instead of casting them off, marketers can create a flourishing sales funnel that addresses users at different stages of consideration. This is a diversion from the instinct to focus efforts on the bottom of the funnel.

### Implementing a Remarketing Plan

Once you decide that a remarketing program can help your sales efforts, it is critical to plan your program appropriately. Ask yourself these questions: how often should you follow up with leads, what type of content should be featured in your outreach and what method of communication should be used? Answering these questions will shape your remarketing programs to consider the perspective of your users. Your program will address their affinities, preferences and add value to their consideration process.

Think about your remarketing efforts in the long term by planning for at least 6 to 12 months. There are also social media ties to consider. How can your marketing team continue engagements with users in social media? Add share buttons to all remarketing efforts and on landing pages to encourage leads to subscribe to your news. If they are opting into to news and filling out a lead form, marketers can be even more confident that such a lead will convert into business and possibly become a repeat customer.

Beyond social media there are several tactics marketers can employ for a remarketing campaign. Here are a few ideas:

- Display retargeting—Marketers can use retargeting technology to serve prospective consumers display advertisements after they have completed a lead form. Once they leave your site, they will see your ads on third party websites, which will keep your message in front of them.
- Mail campaigns—While it may be old fashioned, mail campaigns are an effective means to keep in touch with consumers. An educational institution, for example, can send potential students course catalogues or new program announcements.
- Mobile marketing—After initial phone call conversations, marketers can ask consumers if they would like to opt into periodic SMS messages. Mobile marketing provides the

ability to send quick messages to an opt-in user base. It works best with timely, geographically relevant messages.

- Email outreach—This is the most common means of remarketing because it is not intrusive, and it is easy to manage. Make sure to segment and personalize outreach efforts as much as possible. Doing so will avoid the perception that you are sending out mass mailings and foster genuine relationships with consumers.

The main thinking behind remarketing is that it is best to keep in front of anyone who fills out a lead form. This will maximize the investment you put into generating leads.

## About GearyPMG

Geary's Performance Marketing Group (GearyPMG) is a leader and innovator in performance-based marketing. For over a decade, GearyPMG has been supporting branded digital performance marketing and online lead generation efforts for companies in the education, financial, B2B and consumer product industries. GearyPMG's world-class services include lead management, lead management technology development, publishing and publisher management, paid media, organic media, consumer relationship management and call center services.

GearyPMG is a part of Geary Group, a holding company providing next generation digital marketing services. Headquartered in San Diego, GearyPMG supports the performance goals of top brands around the nation.