



Seven Simple Steps to Remarketing Success

Like any marketing initiative, when you begin planning for a remarketing campaign, taking the time to develop your communication strategy and messaging can mean the difference between success and failure. Follow our seven simple steps below to ensure your campaign's success!

Step 1 **Set goals and benchmarks:** What is your goal response rate? Conversion rate? What benchmarks will chart progress?

Step 2 **Determine your contact strategy:** How often and at what intervals will you reach out? Will it be based on user action or standard timelines?

Step 3 **Develop your messaging:** What do you want to say for your first, second and third communications? It's often about timing. Why should your prospects act now? Do you know why inquiries have failed to convert in the past? Speak to those needs.

Step 4 **Strive for Consistency:** Make sure your efforts don't fall short. Intermittent messaging over time doesn't work. Strategically timed, developed messaging does.

Step 5 **Train your staff:** Admissions reps need to be in the loop on when automated messaging is being sent and how to follow up. They also need to know when to stop. Take the time to sit down with them and go over the strategy.

Step 6 **Track your response:** The only way to determine the success of your remarketing efforts is to carefully track the responses. Make sure you provide enough response channels to give them a choice but not so many that they don't know which response path to take.

Step 7 **Evaluate and tweak:** Learn from your mistakes and your next remarketing campaign will do better than the first.

Want to know more? Contact PlattForm today!



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