

Golden Rule #8 of 20

Refresh Your Remarketing Banners Often



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**“If it ain’t broke, don’t fix it”
vs.
“Change it up”**

A simple Google search on the benefits of remarketing will yield more than 300,000 results. You can choose just about any of them and get a laundry list of “why” companies should use remarketing.

This Golden Rule will focus on how often to change the creative and messaging of your brand awareness campaign.



The easiest place to start with your remarketing creative is with several seasonal suites that follow your marketing calendar, which means the first place to start is by making a marketing calendar. If you don't have a marketing calendar, good news, you can make one anytime. As a matter of fact, the best time to start a marketing calendar is NOW!

The marketing calendar can have all the obvious events, such as

- New Year's
- Valentine's Day
- Spring
- Memorial Day
- Summer
- Independence Day
- Fall
- Halloween
- Thanksgiving
- Christmas

Your company might have other big events such as

- Trade Shows
- Seminars
- Customer Events
- Webinars
- Milestones

Using seasonality to influence the action of your repeat visitors will instantly make you stand out from the crowd.

Each time you swap your creative, which should always be a subtle change to maintain brand integrity, your remarketing audience will say to themselves, "Boy, ABC company is ALWAYS on it!"

Here is a really simple example of one of GoldenComm's clients that effectively uses its marketing calendar to help drive conversions.

The Orange County California Golf Coast is a coalition of six (6) OC golf courses that want to encourage people to play more golf. Each year they create The OC Golf Trail Card, which gives golfers heavy discounts each time they play a different course.

Below is the "standard" or "evergreen" remarketing banner that is displayed through most of the year.



And below here is the subtle change we make to the remarketing banners just after Thanksgiving.



This simple and subtle change is just enough to "wake our audience up" and drive click-through-rates over the holiday season. As a result of this slight tweak, we see card sales increase more than 300% every year we do this. It's a simple, cost-effective and very easy-to-do technique.

The same technique works for B-2-B companies. Let's use another GoldenComm client as an example here... WESTPAK.

Below is the "standard" or "evergreen" remarketing banner that is displayed through most of the year.



And below here is the subtle change we make to the remarketing banners to promote an industry trade show they will be attending.



As you can see, a simple tweak in the creative to encourage clicks goes a long way to staying in the lead.

A Hidden Gem!

As we mentioned earlier about Googling the benefits of remarketing – there is one benefit that we don't hear people talk about often, but to us, it's a hidden gem. Creating a marketing calendar and mirroring your remarketing to the calendar will actually increase employee engagement and employee morale. Yes, it's true... this simple and cost-effective technique, beyond all the obvious benefits with your customers, prospects, suppliers, etc, can actually help increase employee morale.

See, all employees want to work for a company that is "on it" and constantly swapping the relevance of your remarketing banners communicates just that... and it's SO EASY TO DO... which is why it's one of our Golden Rules.

Conclusion

It's been a LONG TIME since we've seen a business that should NOT participate in some form of remarketing. After all, there is no more cost-effective way to connect with those people that already know you.

Swapping up your creative only makes the practice more effective. And, of course, you should always be testing. Never settle. You can always make adjustments. Keep challenging yourself to beat your last best performance and good things will happen.

All of our **Golden Rules of Harder Working Websites** are only a sampling of what's possible.

The case studies are real, but your results will vary, depending on your business and how well you execute.

However, whether your company is in B-2-B or B-2-C our experience consistently shows that remarketing is a home run, and those who **refresh their remarketing banners** often have the best results.

Be sure to let us know if you have any questions, or if you try this Golden Rule, let us know how it worked!

**WE'D LOVE TO
HEAR FROM YOU**

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