

# Retargeting Checklist

- Determine whether list-based or pixel-based retargeting ads will be most effective for your business
- Create an email list to be used for the ad campaign if using list-based ads
- Set a goal for the retargeting campaign
- Create an account on Google AdWords to start creating Google remarketing ads
- Create an account through Facebook Ads Manager to start creating retargeting ads for Facebook and Instagram
- Create a Twitter profile, if there is not already one for the business, to create ads on Twitter
- Determine a budget
- Determine how you want to bid on ads within that budget
- Segment your target audience
- Determine the frequency of the ads
- Utilize burn codes
- Rotate ads
- Speak to a marketing consultant or companies such as AdRoll to determine which one will be right to help you run your ad
- Use A/B testing for all ads
- Track the campaign and document success or areas for improvement