

RETARGETING

What it is and how it works

What is retargeting?

Retargeting is an online marketing tactic that lets you remind prospective students of your school or program after they leave your site. You can show them relevant ads as they visit other sites online, and it works with apps and search along with banner ads. Today, retargeting is a vital tool used by serious marketers to connect with their prospective students.

Why is retargeting important?

It would be ideal if prospective students always submitted an inquiry on the first visit to your site. Unfortunately, that's not how it works. That's where retargeting comes in.

- Retargeting helps **remind students about your school** as they continue browsing the internet, whether they're on social media or researching other schools.
- You can choose from a variety of ways to **segment prospective students** based on their degree level, age, desired start date, location, etc. and target them accordingly.
- No matter which segment you're choosing, you're **targeting a group of people who have already indicated that they're interested** in your brand simply by visiting your site.

Is there a difference between “remarketing” and “retargeting?”

Although “remarketing” and “retargeting” are often used interchangeably, the differences are in the tactics used to accomplish your marketing goals.

Retargeting primarily uses paid ads to target audiences who have visited your website or social media profiles.

Remarketing is the tactic of collecting contact information from prospects in order to deliver email campaigns to them.

How do I create a retargeting campaign?

Contact us! We can create a campaign that will get the attention of prospective students no matter where they go online.

