

Fed up of paying \$2.00 for *bitterly* “cold” clicks that don’t have a cat in hell’s chance of converting? Then this is the best thing you’ll read today:

“YouTube Remarketing Generator” Creates Warmed Up Third Priced Clicks from Hungry Buyers

In a world of rocketing click costs and rampant cynicism, this strategy turns YouTube into a launchpad for low cost *multi-engagement* campaigns that answer the yearning of today’s customer to buy from companies they trust

From the nomadic laptop of direct response copywriter Matt Ambrose:



Yours truly with direct marketing living legend Mr Drayton Bird

Click costs are outta control.

Just one year ago you could get quality, targeted clicks on Facebook for \$0.27.¹ Roll to today and you’re looking at a budget draining \$1.72.²

In financial markets you can expect to pay an aneurysm inducing \$3.77 (it’s no wonder so many of us marketers are bald). So you’d better be *darned* sure your landing page converts.

Google Adwords has been INSANELY expensive for years. While Native is over \$0.40 per click and has the targeting of a garden sprinkler.

And that’s *only* problem #1.

Problem #2 is that conversion rates on cold traffic are TANKING.

¹ <https://adespresso.com/academy/blog/facebook-ads-cost/>

² <http://www.socialmediatoday.com/marketing/2017-facebook-advertising-benchmarks>

It's not the noughties anymore. You can't just make the "Buy" button bigger and expect an uplift. Today's customer has been misled, lied to and cheated by unscrupulous marketers so many times that disbelief is rife.

Instead of minds wide open, our sales pages are getting read with folded arms and furrowed brows. After politicians and journalists, us marketers likely trail in at a close third as the *least* trusted people on the planet.

And the worst part...

we've *only* got ourselves to blame.

You've got to work twice as hard to earn trust

Years of riddling our campaigns with hype filled copy, gushing testimonials from Mel C from Idaho and "proven" claims with no basis in reality have left a sour taste in our prospect's mouths.

They don't trust us.

And when trust has gone, you're gonna have to work double time to win it back. Try selling on the first interaction and you can expect to get slapped (and not in playful way).

The new reality is this: For a campaign to succeed you've got to engage with your prospect multiple times if you're to convert them from cynical to curious to convinced and eager to buy.

But with click costs going through the roof, HOW in the name of *Odin's raven* are you **supposed to make a multi-engagement campaign profitable?**

Remarketing is relationship building

At "Clicks and Conversions" Ryan Deiss said from the stage that building a remarketing list is almost as important as an email list.

Email continues to be the reliable warhorse of marketing, and long may it continue. But with competition rising and people emailing more often (thanks Ben Settle), rock bottom open rates can make a grown marketer cry.

If prospects don't open your email, they're not going to read your pitch. You don't need to be a marketing whizz to know that. But what you do need to know is there's a workaround: **Build a remarketing list instead.**

With a remarketing list, you can follow your prospect around the internet. You can place your newsy looking ads on their favorite sites, be seen in classy places that add to your credibility and, best of all, be seen by prospects **ACTIVELY** looking for your product.

Remarketing can save you a lot of dough too.

According to Wordstream, the average remarketing click on Google Display costs \$0.66 - less than half the price of Facebook. While in uber competitive markets, where it can cost \$40 per click, **a remarketing click could be 10 times cheaper.**

Industry	Google Search	Google Display
Finance	\$3.09	\$1.03
Travel	\$0.29	\$0.28
Shopping	\$0.25	\$0.27
Jobs & Education	\$1.80	\$0.34
Internet & Telecom	\$1.11	\$0.40
Computers & Electronics	\$1.29	\$0.44
Business & Industrial	\$1.67	\$0.97
Home & Garden	\$0.76	\$0.83
Autos & Vehicles	\$0.97	\$1.03
Beauty & Fitness	\$1.11	\$1.01
Average	\$1.23	\$0.66

Wordstream remarketing per-click costs (not Google data)³

But we're still faced with the same problem: How are you *supposed* to build a remarketing list **without spending a King's ransom to get people on your site in the first place?**

The answer?

YouTube my friend. YouTube.

³ <http://www.wordstream.com/google-remarketing>

\$0.06 Per Targeted, Motivated and Pre-qualified Prospect

Thanks to the wonders of modern technology, you can build remarketing lists *without* people having to even glimpse your website.

Instead, you build it on the world's #2 search engine: YouTube.

Every time someone views 30 seconds of your video they get added to a Remarketing list. And it costs as little as \$0.06 to show your video to a big spending prospect in the US.

It works like this:

- Your prospect Googles "How to lower my cholesterol naturally"
- They visit YouTube in the next 15 mins
- Your ad plays before their favorite cat video
- Because your video provides helpful info related to their Google search, you can expect 40-50% to watch it for 30 seconds
- By watching your video they have *pre-qualified* themselves
- You *only* pay if they watch at least 30 seconds
- You retarget them with ads in Google Display at low cost

Get Targeted Clicks for Two Thirds Less

Let's dig into the numbers to see how much this strategy can save you...

Let's say you want to sell a natural health supplement for cholesterol. According to Wordstream, the average click cost on Google Adwords for health is \$3.17.⁴

Whereas, with my YouTube Remarketing Generator strategy, you can *still* target the same people. Except you're only paying \$1.07 in total per click.

So you've already cut your click cost by two thirds.

And remember that these are **HIGHLY targeted clicks from people who were actively Googling a problem your product solves**. They've also been "warmed up" by your video and have a higher chance of converting. And the higher the click through rate the lower your clicks costs.

⁴ <http://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>

YouTube Vs Facebook

Let's address the elephant in the room.

Video views on Facebook can, indeed, be cheaper than YouTube. And you can build a remarketing list with Facebook in the same way.

But...

- YouTube has fewer distractions than Facebook, leading to higher viewing times. A few of my videos get **average viewing time of 3 mins from COLD traffic**. In 2015, the average viewing time on Facebook was 18 seconds.⁵ Today, most videos likely barely survive a finger scroll.
- On Facebook you can *only* target based on demographics or interests they may have outgrown months ago.
- On YouTube you can deliver videos focused on a problem the viewer was actively trying to solve in the previous 15 mins. They're in the hot zone of being in pain and looking for a solution: Their motivation to buy is high
- Facebook remarketing lists can **ONLY** be used on Facebook. Google allows you to advertise on **90% of the internet**.⁶

Clearly, I think YouTube is better.

But I've been banned for LIFE from Facebook. I'm not an expert. As always, split testing is the only way to settle these arguments.

What to Make Your Video About

Let's continue with the cholesterol example...

The #1 WORST thing you can do is try and sell. This will get viewers hammering the fast-forward button like you've just let rip in a lift.

Parroting mediocre advice will also DESTROY engagement with your video.

⁵ <https://locowise.com/blog/17-facebook-video-facts-and-insights-you-need-to-know>

⁶ <http://www.spotstudio.net/blog/conversion-rate-optimisation/facebook-remarketing-vs-google-remarketing/>

Remember, your viewer has just spent the last 15 minutes hunting for answers. They've already read the article on "Top 7 Best Natural Ingredients for Cholesterol; been told AGAIN to get off the couch and quit smoking; and drifted through Facebook and Reddit looking for answers.

Instead of serving cookie cutter, plain vanilla advice, think what you can say that's a little SPICY. You've got to rattle some cages. Shift some paradigms and break your viewer free of their slaven acceptance of the status quo. What fourth wall shattering ideas can you share they've never encountered before?

I like to call it **lobbing a hand grenade under their chair**.

While a firecracker can shock people into taking notice, a grenade builds tension. It's got a timer that's counting down to them suffering catastrophic health problems unless they absorb your instructions on how to defuse it.

A "pattern interrupt", if you will.

For cholesterol, this could include:

- Why taking statins may *actually* be BAD for their health
- A breakthrough injection that can reduce LDL plaque by half
- The stat big pharma doesn't want you to know: half of heart attack victims have cholesterol in the *healthy ratio*.
- The story of a reclusive Amazonian tribe found with arteries that were clean as a whistle despite eating a high fat diet

Forget about the bells and whistles. A worldview shattering opening is *the* best way to start reeling them in druing those vital first few seconds.

Where to Unearth Big Ideas

Finding a powerful and unique big idea can take some digging. One shortcut is to see what's trending on Facebook, Twitter and in Google News.

But if you want to unearth a truly epic "End of America" class of big idea, there are no short cuts.

You've got to go deep. You've got to submerge yourself in the market and wallow for a while. It's only from living in their world for a while that you'll find a way to

embed yourself in your prospect's mind and devise an idea that can grow a six figure business from a single funnel.

Here are 6 ways of submerging yourself in a new market:

1. Subscribe to magazines in the niche
2. Read the top 3 related books on Amazon (the app is great for keyword searching to find juicy stats and quotes)
3. Check the 1 star reviews in Amazon for customer problems
4. Create a new email address and subscribe to the most popular email newsletters and blogs.
5. Interview experts (transcribe the audio and you've got an info product)
6. Hunt in Google and YouTube for weird and wonderful personal stories

With so much reading, note taking and pondering involved, you can see why research occupies at least two thirds of your time. It's also why the pros charge such high fees.

And it's money well spent...

Investing in deep research and grey matter doesn't cost you money. It earns you money from higher conversions.

How to Produce Your VSL *Without* Going Broke

Many marketers shy away from VSLs, and it's understandable. They're a major investment. And unless you test and build them out properly, dreams of being a Clickbank millionaire soon turn to dust.

However, there's no need to spend thousands to create a VSL that converts. With my "YouTube Remarketing Generator" strategy, we're only aiming to keep prospects viewing for 30 seconds or more anyway.

When creating VSLs, my "go to" blueprint is [Gundry MD](#). His videos combine video clips, text and images to keep viewers motoring through and to reinforce key points. From what I hear, this combo converts like crazy too.

Another great thing about the Gundy MD style is that you don't have to remortgage the home to afford a design studio to produce them...

There's a tool you can use called [EasyVSL](#). This enables you to create slideshow VSLs faster than lightning strikes the tree. You just paste in your text, load in the video clips, add a voice over and then sync it all in a matter of clicks. Making VSLs with Powerpoint makes me shudder in comparison.

For images I use [Pixabay](#) and [Deposit Photos](#). [Videoblocks](#) gives you plenty of clips to choose from for a reasonable \$149 a year.

Earnings disclaimer - The above links are affiliate links. If you click and signup then I'll get an email telling me more moolah is heading to my PayPal account. I hope you'll see it as a small thank you for the free info. Otherwise, you can hunt them down in Google easily enough.

Traffic - Dialing In Your Audience

With your video in the can, the next step is to get some eyeballs.

In Adwords start with a small daily budget while you optimize your keywords. Then when you've got a winning list, open up the money hose.

It can be tempting to plug in as many keywords as possible to cover your bases. The problem is that Google has a naughty habit of blasting all your views at the broadest phrase e.g. "lower cholesterol".

There could be all sorts of reasons for a broad search. And retention for broad searches is typically low. To make your targeting as precise as possible, choose specific phrases like "How to lower cholesterol naturally".

Start with 50 keyword phrases and then prune as you go. If the video retention rate drops below 30% then kill it and move on.

What to Write Your Advertorial About

After you've created your remarketing list ([instructions on how to do it](#)), Google will automatically feed viewers into your funnel. You can then advertize via Google Display straight afterwards. In fact, the sooner they see your ad after watching your video the better.

If you've never tangled with Google's compliance team before (trust me - it can be a bruising encounter) then get familiar with their guidelines. Never make absolute claims, reference every stat and include a fat disclaimer at the bottom.

Another important thing to mention is that, Google being Google, you can't go straight to a sales page. You'll need a non-salesy, informative advertorial that builds on the big idea planted by your video. And if your big idea is powerful enough, people will be eager to hear more of the story.

After the advertorial, you could then elevate the discussion to a longer sales page. But there's no predetermined route to this. You'll have to test, tweak and find your own path to profit. However, with your click costs cut by two thirds and nicely warmed up, the bar for profitability has fallen from your neck to your knees.

When you follow-up with email (and you'd be mad not to, despite what I said about it earlier) continue treating your prospects with respect. As long as you're selling high quality products to high quality people, hype isn't needed.

A Gold Mine of Cheap Clicks is Untapped

Unlike on Facebook, **advertising on the world's #2 search engines is far from saturated**. Most of the campaigns I've seen are badly targeted, irrelevant and are BEGGING so hard for you to click to their website that you *actually* want to visit them LESS as a result.

My approach is completely different. YouTube is merely the launchpad and you're not even trying to sell on the second engagement. Instead you're providing valuable information that gets them closer to buying your product, without it feeling like they're being sold to.

Let's run through the benefits:

- Click costs may be TWO THIRDS LESS what you're paying now
- You can engage prospects when they're *actively* trying to solve a problem
- You can followup with ads across 90% of the internet
- You engage multiple times, building trust as you go
- Your conversion rate will likely be higher as it's warmed up traffic
- Lower clicker costs and higher conversions will create an ROI so beautiful you'll want to marry it
- Your Remarketing list will be an asset you can continue cultivating and promoting to again and again

And it gets better...

Once your remarketing list goes above a mere 500, Google will create a “Similar Audience” list for you.

This is a list of people who share similar search histories to the people in your remarketing list. Solid gold prospects, in other words. And your similar audience will explode in size as you feed your Remarketing list from YouTube.

You can build a 5,000 Remarketing List on YouTube for \$300. It would set you back \$8,600 to build a similar list size on Facebook. And 5,000 is more than enough data for Google to build a Similar Audience of 5-10 million, all sharing a similar profile to your Remarketing List prospects.

According to Google 2013 data, by using Similar Audiences in conjunction with Remarketing, you can expect:

- 60% More Impressions
- 48% More Clicks
- 41% More Conversions⁷

Those, my friend, are some pretty juicy stats. Ready to bite?

“YouTube Remarketing Generator” Custom Built for You

My “YouTube Remarketing Generator” strategy took months of creating test videos and spending a couple of thousand in advertising and production costs.

I had to go back to the drawing board multiple times. And it was a project that came close to the brink of failure. But I was determined to make it work in time for my appearance on Kevin Rogers’ Copy Chief Radio, so I could present a strategy with a clockwork ROI rather than a semi-built “aspiration” still covered in sticky tape with half the instructions missing.

If you implement my “YouTube Remarketing Generator” strategy, I’ve love to know how well it works for you (particularly in comparison to Facebook). Or...

If digging for big ideas, producing videos, writing “Google compliant” advertorials and making sense of Adwords still sounds like too much of a minefield, head to copywriterscrucible.com to book a consultation and let’s talk.

⁷ <https://www.thinkwithgoogle.com/products/similar-audiences/>