

THE POWER OF RETARGETING WITH FACEBOOK ADS

Bring back warm leads and boost sign-ups with smart, cost-effective targeting.

Most people don't sign up for a martial arts trial the first time they see your ad. In fact, many visit your website, watch a video, or engage with your posts — then disappear.

Retargeting allows you to re-engage those people with follow-up ads tailored to their interests and behaviours. These are warm leads who already know who you are, and with a little nudge, they're far more likely to book a trial or join your club.

KEY BENEFITS:

-  Increase conversion rates by focusing on people already interested
-  Lower cost per lead than cold ads — because you're targeting warmed-up audiences
-  Stay front of mind with parents, students, or adults who didn't sign up the first time
-  Customise your message based on their actions (e.g. visited website, watched a video)
-  Get better ROI from your overall Facebook ad strategy

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HOW TO SET UP A FACEBOOK RETARGETING AD:

1. Install the Facebook Pixel on Your Website

This tiny piece of code tracks who visits your site and what they do.

 **Tip:** Ask your web developer (or NEST) or use a plugin if you're on WordPress/Wix. You only need to do this once.

HOW:

Installing the Facebook Pixel (now part of the Meta Pixel) is a crucial step if you want to track visitor behaviour, run retargeting ads, and measure conversions from your Facebook and Instagram advertising. Here's a simple step-by-step guide, tailored for UK martial arts club owners, based on the most common website platforms:

Step 1: Create Your Pixel

- Go to your Meta Events Manager:
https://www.facebook.com/events_manager
- Click **"Connect Data Sources"** **Choose Web** Select **Meta Pixel**
- Name your pixel (e.g. "XYZ Martial Arts Club Pixel")
- Enter your website URL
- Click Continue

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Step 2: Choose Your Installation Method

After creating your pixel, Meta will give you 3 options:

Option A: Use a Website Partner Integration (Easiest)

Recommended if you're using platforms like WordPress, Wix, Shopify, Squarespace, or others.

1. In Events Manager, click **"Use a Partner"**
2. Choose your website builder (e.g. Wix, WordPress, Shopify)
3. Follow the step-by-step instructions (*usually involves copying your Pixel ID into a plugin or field in your website settings*)

 **Tip:** If you're using WordPress, install the free "PixelYourSite" plugin or the official Facebook for WordPress plugin.

Option B: Manually Add the Code to Your Website

1. Choose **"Install Code Manually"**
2. Copy the entire Pixel base code
3. Paste it into the **<head>** section of your website (*this might require access to your site's HTML or theme settings*)

 **Tip:** You might need a web developer or your website manager to help if you're unsure where the header is.

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Step 3: Verify It's Working

1. Install the Meta Pixel Helper browser extension (Chrome)
2. Visit your website
3. Click the extension — if installed correctly, you'll see a confirmation that your Pixel is active

● It should say: "PageView event detected." That means it's tracking!

Once installed, your Pixel starts collecting data from people who visit your website, including:

- Which pages they visit
- If they click a trial sign-up form
- If they return but don't convert (ideal for retargeting)

This allows you to run highly effective Facebook and Instagram ads that target:

- Website visitors
- People who started but didn't complete booking
- People who visited your class schedule or pricing pages

The Meta Pixel is one of the most powerful tools in your advertising toolkit — and it's free. Even if you're not running ads yet, install the pixel now so it can start collecting data for when you are ready.

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2. Create a Custom Audience in Meta Ads Manager

Go to Audiences → Create Audience → Custom Audience → Choose one of the following:

- Website Traffic: Retarget visitors from your site
- Video Views: Retarget people who watched your video ads
- Page Engagement: Retarget anyone who interacted with your posts or ads

 **Tip:** Start with “All Website Visitors in the Last 30 Days” if you’re unsure.

3. Build Your Ad for Retargeting

In Ads Manager, choose a goal like Traffic or Leads and select your custom audience in the ad set.

Create an ad that says something like:

“Still thinking about trying a class? Here’s your second chance! Book your free trial today and let’s get started.”

 **Tip:** Use warm, friendly language — you’re talking to someone who already knows you.

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4. Set a Modest Budget

Retargeting works with small daily budgets (£2–£5/day). Since the audience is smaller, you don't need a big spend.

5. Monitor and Refresh Regularly

Check performance after a week. Update the creative (image/video) and copy monthly to keep it engaging.

 **Tip:** Rotate between testimonial videos, behind-the-scenes clips, and special offers.

FINAL THOUGHT: DON'T LET WARM LEADS GO COLD:

Retargeting is like a friendly follow-up conversation — it reminds people why they showed interest in your club in the first place. It's cost-effective, highly targeted, and incredibly powerful for converting curious clicks into committed students. By adding this to your advertising toolkit, you're not just chasing new leads — you're making the most of every one you've already earned.