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Before we talk about campaign strategies, I want to talk about your overall marketing funnel, or your customer journey. Typically, funnels are made up of three different phases. You have top of funnel, mid funnel, bottom funnel. Top of funnel is your first point of contact with new users. This is where you hopefully are able to actually convert new users or at least get them onto your site.

Depending on your business, what you're selling, and other factors, sometimes middle and bottom funnel will mix together. Mid and bottom funnel is essentially where you start integrating or launching retargeting campaigns. Let's say, for example, you have a good amount of people that actually abandon cart. Well, a great way to actually get these users to convert, or at least try and encourage them to do so, is to create a retargeting campaign on TikTok. The main thing you need to actually create these retargeting campaigns is, A, to make sure that your pixel is properly installed and, B, to navigate over to the audience tab and create custom audiences.

In a previous module, I actually made an example of two specific custom audiences, which was ATC 30 days and complete purchase 30 days. In this case, once those audiences are populated, we would be able to create very solid retargeting audiences and pick up the crumbs on the customers that dropped off on our journey. In the next couple lessons, I'll be teaching you some of my favourite campaign setups in order to help you drive profitable results. I'll see you there.