THE BOOMERANG METHOD CHEAT SHEET

LEARN THE 5-MINUTE WEBSITE TWEAK THAT GETS YOUR VISITORS TO RETURN AGAIN AND AGAIN, **INCREASING YOUR CONVERSIONS BY 70%**

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It is so frustrating when you manage to attract visitors to your website, but see them disappear in seconds – never to return. If you have spent advertising money to get them there, or are hoping they will take up a special offer, the loss is particularly acute.

The Boomerang Method is an easy way to get visitors to your website to return again and again. It's completely automated, so there is very little work on your part, and best of all, it takes just five minutes to set up.

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1 Your web team inserts a little bit of code onto your website or a specific page of your website, which collects the details of everyone who visits.

2 You create ads promoting a special offer, or a particular piece of content you want your visitors to download.

3 The ad starts appearing on other websites that your own visitors go to, even if they are completely unconnected to yours. It quite literally follows them around the web, so that your brand is never far from their thoughts, and your website is only a tiny click away.

4 Your potential customers return to your website

VISITOR RETURNS

VISITOR

YOUR SITE

VISITOR LEAVES

YOUR AD ON ANOTHER SITE

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THE RESULT

- People who have shown a previous interest in your website are driven back to it, time and again.

- If they didn't convert first time round, they are no longer lost to you. You get multiple chances to reach prospects who have previously interacted with you, and get them to buy.

- Your online enquiries and sales shoot through the roof, because your website visitors are no longer disappearing into thin air. Website visitors who are targeted with the Boomerang Method are 70% more likely to convert[1]!

Your ad could appear on reputable sites like The Times.

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Where do I get the code?

Get detailed instructions.....

To target your web visitors with **Google Adwords**:

https://support.google.com/ adwords/answer/2476688?hl=en

```
<!-- Google Code for Remarketing Tag -->
<!--
Remarketing tags may not be associated with personally identifiable information or
placed on pages related to sensitive categories. See more information and instructions
on how to setup the tag on: http://google.com/ads/remarketingsetup
-->
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = 942111111;
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;
```

To target your web visitors on **Facebook**:

https://www.facebook.com/business/a/ online-sales/custom-audiences-website

```
<script>(function() {
    var _fbq = window._fbq || (window._fbq = []);
    if (!_fbq.loaded) {
        var fbds = document.createElement('script');
        fbds.async = true;
        fbds.src = '//connect.facebook.net/en_US/fbds.js';
        var s = document.getElementsByTagName('script')[0];
        s.parentNode.insertBefore(fbds, s);
        _fbq.loaded = true;
    }
    _fbq.push(['addPixelId', '255726451265410']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'PixelInitialized', {}]);
```

Tip: Don't show everyone who's visited your website the exact same ad. Promote different offers, depending on which page they've been on.

Boomerang until your business booms –

Miriam Shaviv
Director of Content

Danny Bermant
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