

Augusto Beato Shares Unique Take on Boosting Lead Generation With Retargeting

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E-commerce sites should not be complacent in merely demonstrating value to visitors and should boost retargeting efforts to generate sales and revenue, avers Portland SEO's Augusto Beato.

Pointing out that websites would not be able to sell to 98 percent of their first-time visitors, Beato emphasized the importance of re-engaging visitors who leave their sites before converting.

That makes retargeting important in helping build relationships with prospective customers.

Beato added that the ads should appear consistently in multiple platforms as these are designed differently and produces varying results.

He noted that in social media platforms, ads are displayed on the newsfeed and are less prone to banner blindness unlike those that display network ads.

"E-commerce sites that have a degree of success in lead generation by providing value to with their quality

content should integrate these elements with a properly planned retargeting campaign with the help of Portland SEO," Beato shared. ?If your site has effective lead generation features such as a live chat or newsletter sign-up for your visitors to provide their contact information, these could be complemented with our retargeting methods.?

To find out more about Portland SEO's unique take on retargeting, visit http://remarketing.portlandseo.net.

Discover more facts and information about Portland SEO through this link: http://www.portlandseo.net.

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Portland SEO

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