

How a company handles a crisis can make a world of difference, and not all circumstances can be mitigated by using light-hearted humor. Sometimes, pausing a marketing campaign is the most appropriate response. Let's look at a few examples of these circumstances.

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Every marketer's goal should be to keep website visitors engaged and encourage them to return to learn more. But they may not return right away, so you need to give them gentle encouragement through multiple touches to do so. This is where retargeting campaigns can help.