

Paid Search / Pay Per Click (PPC)

What is it?

Paid Search Management — also known as Pay Per Click (PPC) — is an agile and instantaneous approach to improving your online visibility and consequently, increasing your website traffic, leads, revenue and brand exposure.

We use a data-driven approach to provide tailored PPC solutions that are aligned with your business goals and customer behaviour. From Google AdWords and Shopping to social media advertising, display and remarketing, we have the expertise to advise you on the optimum PPC strategy for your business.

By building campaigns around data and industry analysis, we ensure that your paid search budgets are optimised to deliver the maximum return on investment (ROI).

How do we do it?

When it comes to paid search, Mediaworks takes a unique approach that's both data-driven and creative, offering services that go far beyond traditional PPC. By getting to know you and understanding your industry, goals and customer behaviour, we create solutions that put your online business in front of the right people at the right time.

Our PPC campaigns include:

- Research and data analysis to understand your market and target keywords
- Structured campaigns designed around our research and your goals
- Development of a bespoke bidding model designed to maximise ROI
- Creation of ad headlines, copy and content
- Iterative approach to adjustments, testing and analysis to ensure that campaign performance is continuously fine-tuned
- Consultation and advice regarding the optimal allocation of your budget to different paid channels (e.g. AdWords, LinkedIn, Facebook, display, remarketing)



What are the benefits?

- Gain a deep understanding of your customers' online behaviour
- Immediately grow your website traffic, conversions and online revenues
- Continuously and iteratively adjust and improve your paid campaign performance with real time data analysis and insight
- Improve the efficiency of your paid advertising spend and maximise your ROI

Deliverables:

- Monthly performance report
- Full quarterly strategic review

How do we measure success?

Success is measured in terms of your commercial objectives, but would typically cover:

- % increase in online paid search traffic
- % increase in online conversions / revenue from paid advertising
- % increase in impressionable share of paid adverts
- % decrease in cost per acquisition (CPA)
- % return on investment (ROI) from your paid advertising spend

Case Studies

Winter sports retailer

Through a bespoke campaign spanning paid search, display and remarketing, we analysed peak seasonal demand for our client's products and assigned budget accordingly to maximise their ROI.

Outcome: 57% increase in website traffic and 80% increase in year-on-year revenue.

Camera retailer

We initially used Google Shopping to increase the client's impressionable share, as we were able to observe which products were most in demand. Using this data, together with our insights into the optimum time of day to schedule ads, we then structured our PPC campaign to maximise conversions and ROI.

Outcome: 556% increase in online revenue and 1,344% return on investment.

Travel operator

As part of our partnership with a national travel operator, we set-up and managed a successful paid search campaign. Our aim was to increase ticket sales and traffic to the newly redeveloped website, as well as promoting a mobile app. We employed a mix of search, social and display ads to do so.

Outcome: 26% increase in site traffic between April 2016 and February 2017 and 1,931% return on investment.



Why choose us?

- Access to a suite of market leading software tools to analyse your website performance and an analytics team who will deliver best-in-class insight and recommendations from this.
- Demonstrable success in improving the ROI delivered on existing PPC campaigns.
- In-house copywriters and creative teams, with the expertise to produce engaging ad copy.
- Google Premier Partner status, recognising the consistently high results we deliver for our clients. Our paid-search analysts are Google AdWords and Analytics qualified.
- Multi-award-winning agency, including Best Local Paid Campaign (2015 European Search Awards) and Best PPC Campaign (2015 Northern Digital Awards)

“Mediaworks has supported us through every step of our digital transformation. Instead of bombarding us with technical jargon, the team clearly communicates what is happening at each stage, ensuring we were fully informed about the progress of each project. Overall, the Mediaworks team is a pleasure to work with, exceeding our expectations both in terms of results and delivery. We look forward to continuing our work with them in the future.”

Make Mediaworks your trusted partner and begin your digital journey.

Mediaworks is an award-winning digital marketing agency, offering a comprehensive range of services to help your business succeed online. We'll work with you to understand the challenges you face. From there, we'll create a digital solution that's perfectly aligned with your objectives to deliver results.

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