



# PPC Specialist

## Who We Are

*Redefining The Paid Space*



Our pay-per-click (PPC) Specialists are the key to unlocking the potential of paid advertising campaigns in your business. They're responsible for managing PPC over multiple channels – and understanding how it all integrates together.

Our Specialists utilize the top web tools and maintain close communication with you to ensure an optimized and successful campaign.

It's all about taking your goals and turning them into an actionable plan of PPC attack.



## What We Do

*Our Tools of The Trade*

CTA

PPC Specialists can't maximize results for you without knowing what your end goal is. That said, we have a start-to-finish method to our madness to get qualified clicks and reach your target audience for a short-term quick win.

This work includes (but isn't limited to) the following:

- ✓ Auditing your existing PPC campaigns (if any)
- ✓ Creating a plan to create new campaigns based on your target audience, time of day, etc.

- ✓ Ongoing weekly maintenance
- ✓ Management of bidding and budgeting of paid campaigns
- ✓ Analytics and reporting

# PPC Specialist (cont.)

## Monthly Activities

*PPC = Quick Wins*



Remember that start-to-finish method we mentioned earlier? Well, here's where it begins, and the methods a PPC Specialist undergoes for every paid campaign consists of an assessment, planning phase, and then execution.

The assessment does just that: it assesses and audits your existing paid campaigns (whether currently running or not) to evaluate what's been done. From there, if it's running, we can manage and tweak the campaign based on certain credentials.

If we're starting from scratch, a PPC Specialist has a goal meeting with you in order to map out the goals of the campaign. From there, we flip the on switch and move into managing everything – including bidding, budgeting, remarketing, or whatever the case may be for your paid ad.

The Specialist then provides frequent updates and metrics so we can tweak the campaign if needed. You can trust we will always be 100% transparent with you; no questions asked.



## How We're Different

*Making it Count*



It's because of this communication and transparency that we set ourselves apart. Everyone uses the same tools, but having a PPC Specialist whose background is strong in inbound gives you a competitive advantage.

Why? Because we are grounded in data – and numbers don't lie.

Want to learn more about our PPC expertise? Feel free to click below:



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