2021

PPC MARKETING PROPOSAL

PROPOSED TO:

Blue Records Inc.

ORGANISED BY:

Pay Per Click Marketing

WHY PAY PER CLICK?

Gone are the days of throwing thousands of dollars at radio, newspaper, TV, or print advertising with no measurable results. Today, most companies reach their audience on the place they hang out most of the time – online.

PPC advertising gives your business the unique advantage of targeting ONLY the people looking for your exact product or service, and to get real-time data on how your ads are performing.

There's a real art to mastering PPC advertising. When done right, it can bring in thousands of new hits or leads every month. But get it wrong, and you could end up throwing your advertising budget away on bogus keywords or the wrong platform.

That's where we come in.

OUR APPROACH

We live and breathe digital advertising. With over 10 years experience in online marketing, we have a proven track record of generating more leads and building audiences of passionate fans.

We base our campaigns around the most up-to-date user data, and are always tweaking our campaigns based on up-to-the-minute insights. We're not interested in shortcuts or black-hat tactics – we're excited to achieve the best results for your business.

We see PPC advertising as a long-term partnership, where we can tweak and adjust campaigns to target new audiences or explore opportunities. We bring the people to you, and you give them exactly what they're looking for.

OUR CLIENTS LOVE US

"We needed a new marketing channel to sell some more bears. Our marketing team was still living in the past, only advertising on TV and Radio. We now crush it via Adwords and Facebook thanks to Pay Per Click Marketing."

Tom Roberts
CEO, Teddy Bears Inc.

"The Pay Per Click Marketing team is one of the best, if not the best, at PPC marketing. They do incredible work that gets results. We put in $1 and get $7.50 out of it, it's amazing. 10/10 rating for sure."

Joanna Edgar
VP of Marketing, Red Box