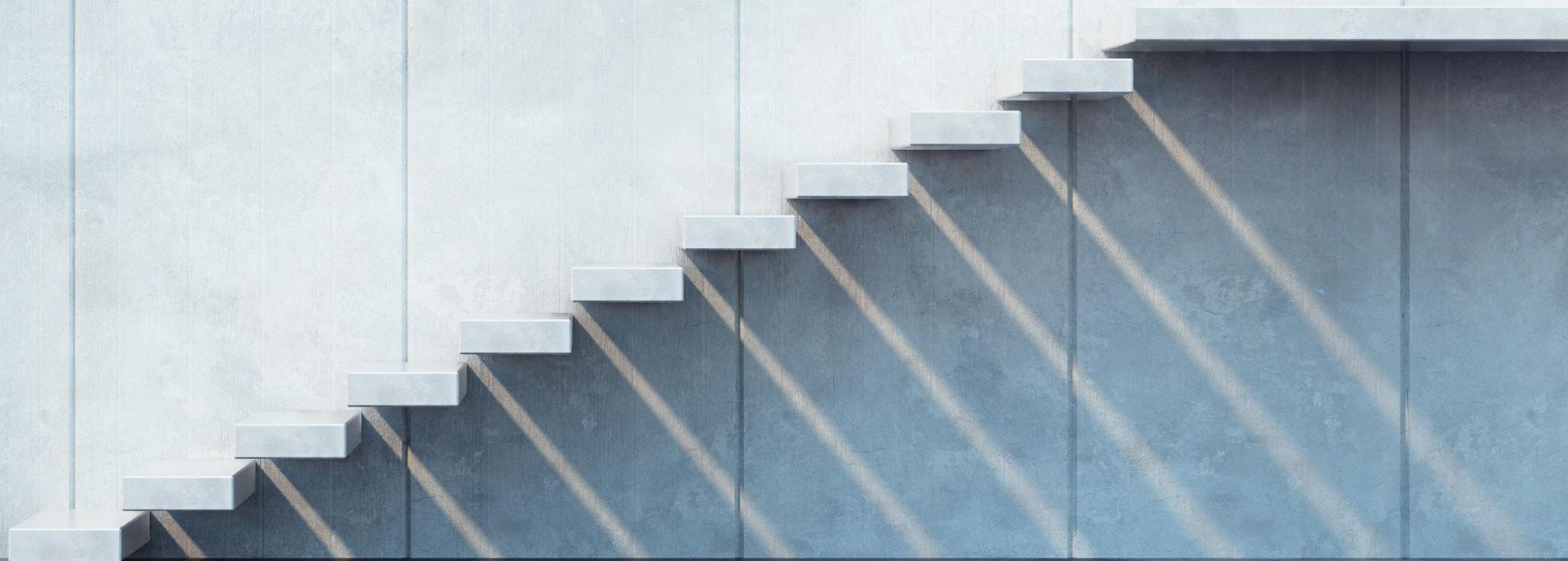




STOP GUESSING - START WINNING



[www.theppcdactor.com](http://www.theppcdactor.com)

## ABOUT US

We are dedicated to help small & medium size businesses BREAK THROUGH revenue ceilings – and reach the NEXT STAGE in their life cycle – in a sustainable, affordable and data guided way.





## PROBLEMS WE SOLVE

### NO CLEAR MARKETING STRATEGY

A great product or service is not enough to succeed. “Build it and they come” is long gone.... you need to address the right audience with the right message, at the right moment.

### AGENCIES WON'T WORK WITH SMALL AD BUDGETS.

Larger agencies require larger clients to cover their overhead, so it's often not feasible to them to serve businesses in startup / pre-scale stages. We specialize in supporting small businesses.

### HIGH COST PER ACQUISITION

Generating quality leads is great, but if they cost you more than is feasible, you end up with a lot of loss making business. With a background in Finance & Marketing, we understand the financial constraints that need to be overcome.

### TOO MANY FREELANCERS DOING ONE THING

With the digital marketing landscape becoming more and more complex, you can quickly end up with too many freelancers. We have a broad range of experience, from implementing tagging infrastructure to creating and managing performance dashboards.



## HOW WE WORK

### WE START WITH THE FOUNDATION

A strong business is built on a solid strategic foundation - covering audience definition competitive analysis and business model strategy.

### WE UNDERSTAND SMALL BUSINESSES

Being a small business ourselves, we can be flexible. We offer our services in a way that fits early-stage companies.

### WE COVER ALL THE BASES

Eliminate fragmentation of individual contractors. With a background in B2B digital marketing, Finance & Business – we cover all the bases.

### WE LOVE DATA AND NEVER STOP LEARNING.

We have academic credentials in digital strategy and certifications in Google, LinkedIn and other advertising platforms.





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## OUR APPROACH



### **Performance Management & Optimization**

Once the campaigns are running and generating data, we use the data to optimize your site for conversions and use experiments to drive continuous improvement.

### **Campaign Setup & Execution**

We ensure the correct tracking infrastructure is in place, create the ads and manage the day-to-day execution of your paid ads' campaigns.

### **Campaign Development**

We help develop realistic campaign goals, select the right type of marketing channels, develop content strategy and set the correct messaging for your audience segments.

### **Marketing Strategy**

Based on the strategic foundation, we help you define achievable marketing goals based on your marketing budget and further build out the understanding of your audience and its needs.

### **Fundamental Business Strategy**

We help you gain a better understanding of your business goals, the environment it operates in, the market segments you are targeting, the business model / competitive positioning of the organization and its unique value proposition.



# THE PPC DOCTOR

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