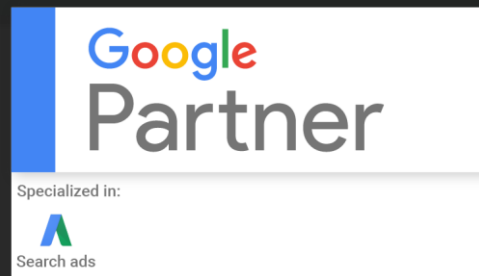




PPC Services



**FEELING
PEAKY.**

Pay Per Click Advertising

Pay Per Click advertising can be a highly effective method of website marketing.

It places your business in front of a prospective customer at the exact time they are looking for your product or service. It provides one of the most cost effective and measurable forms of advertising for any business. Having just searched for your product or service they arrive at your site as pre-qualified leads not simply website browsers. This increases the chances of the individual enquiring about your service or buying your product. Pay per click advertising offers true transparency allowing you to measure the return on your investment.

Feelingpeaky have significant experience of developing, setting up and managing pay per click campaigns for clients – from large blue chip multiples to small SME's.





Our Packages

Account Set-Up Package

Includes:

- Researching keyword phrases relevant to your business
- Creating campaigns and ad groups
- Campaign budget advice and set-up
- Constructing sharp, relevant and effective advertising copy
- Ad Call, Sitelink and Location Extension set-up
- Goal / Conversion Set-Up
- Google Analytics connection
- At 2 weeks - Review / adjust with initial reporting
- At 4 weeks - Full report on the performance of the campaign plus further recommendations
- A Personalised Service
- Plus, we'll match your first month spend in your second month**

We charge a one off fee to cover set up of your campaign starting from £380 + VAT (dependant on the size of campaign and budget).

We run a completely transparent service with clients paying their clicks fees directly with Google.

**Applies to new Google Adword accounts only. Maximum claim up to £50. First click needs to occur within 14 days of account set-up to activate. Credit discounted off month two's billing. Only available for account set-up with our 'Base Maintenance & Reporting Contract' agreed.



Our Set-Up Strategy

We will take any pre-established keywords and join them alongside our own keyword findings – this will create a master keyword list. Our keywords findings are gathered from reviewing your website, looking at your competitors and using a keyword tool.

From this list (which may be quite large), a smaller focus list will be created and used to for the basis of the campaign set-up plus used to establish a realistic click budget requirement. The focussed list will take into consideration search volumes both locally and nationally, bid cost levels and relevance to your website content.

Once a click budget is established, a ROI can be estimated and monitored.

Our reporting structure will give performance results across Clicks, Impressions, Click Through Rates, Click through costs and ROI. We also look at the session results within analytics.

From the report, we will advise what enhancements are recommended and advise on additional areas to be consider.



Maintenance & Reporting Package

A monthly management fee to continue to optimise, drive effective clicks and report on the leads delivered.

3 month contract

- One maintenance session a month covering:
 - Keyword review (new & negative word management, keyword quality score, bidding values)
 - Advert optimisation
 - Ad extension optimisation
 - plus other miscellaneous enhancements
- Monthly delivering and reporting of campaign results
- Advice and recommendations for other enhancements / areas to consider with implementation

3 month contract from £190 + VAT per month.

We run a completely transparent service with clients paying their clicks fees directly with Google.



Other Packages

Google My Business Set-up - £190 + Vat (£380 + vat with Google + included)

Get your opening hours, phone number and directions on Google Search and Maps. This then connects to your AdWords account via Ad Extensions. This will help to improve your account rankings with Google and can result in your adverts being placed higher but for no extra bidding cost.

Search Engine Optimisation (SEO) – From £285 + vat per month

Our service is designed to review and provide recommendations as to where a website can make improvements specifically in the areas of search engine optimisation, usability and accessibility. It is designed for small to medium sized brochure sites (up to 20 pages) and looks to cover the following areas:

- Carry out a Website audit
- Key phrase audit and understand the competition.
- Audit recommendations - We'll prepare a list of recommendation to be implemented.
- Re-write elements of the site – Titles, H1, Content, Meta, URL's, Alt tags.
- Install SEO Yoast – For WordPress sites only, to monitor SEO performance by page and post.
- Advice for a Link Building Strategy



Bespoke Requirements

For larger PPC accounts / SEO requirements or more maintenance hours needed, we can compose a bespoke plan for you, starting from an additional £95 + VAT per hour per month.

Already have an Account?

If you are already running a Google pay per click campaign, we can provide you with a FREE performance report with advice on reducing your cost per click and making the overall campaign much more effective.





About Feelingpeaky Ltd

Who we are?

MISSION

Feelingpeaky's mission is to help our clients build successful, profitable businesses through exceptional design and marketing.

WHO WE ARE?

Feelingpeaky is a London based independent design and marketing agency. We are dedicated to helping clients develop their businesses and we achieve this by creating successful communication through intelligent design.

The team behind Feelingpeaky come from brand, marketing, communication and technology backgrounds. This broad mix of experience ensures that each new brief is tackled from a wide perspective. Regardless of client size our aim is to provide cost effective solutions to meet their business objectives.

Established in 2001.



What we do?

Deliver creative solutions to organisation challenges; switching people onto brands through ideas that inspire, matter and, most importantly, work.

Results Matter Most.

- Brand strategy, identity development and rollout
- Digital strategy, design and development
- Online marketing – Email marketing, SEO (Website optimisation), Social media & PPC
- Print collateral
- Advertising communications
- Illustration
- Copywriting

The Feelingpeaky Structure

The Core Team

Based in Ealing with easy access into London and beyond. We've worked with clients across the UK and Europe. Our design and marketing experience runs deep with team members previously managing and advising accounts such as IKEA, Pepsi, Eco Bank, Tate, Deutsche Bank. We've also delivered work for Longleat Safari & Adventure Park, Eurostar, Marc Jacobs, Sadlers Wells, Macmillan, YMCA and Genting. Together we provide strategy, design and marketing advice to grow your business.

The Dynamic Team

Over the years we have developed strong relationships with key individuals who possess complementary expertise to our own. We can call on this specific expertise when a project requires it. But by not having them as a permanent member of our team we can keep our, and your, costs down. This wider team expertise covers areas such as copy writing, animation, photography, printing, development and video production.





Do you have any questions?

Let's chat some more!