



## PPC ads UK – Digital Marketing Specialists



PPCadsUK is an online specialist PPC and lead generation agency based in Leeds. We help small, medium and large companies build brand awareness online and generate new business opportunities from search engine marketing strategies and various digital platforms. Local brands work with us to increase web traffic, online sales and find new acquisitions across different web channels.

### PPC (Pay per click) Services

PPCadsUK offer comprehensive Pay per Click setup, management and optimisation services for B2B and B2C business models in the UK & Europe. We can help your brand become visible online within 24 hours and assist you with your existing PPC campaigns and account optimisation.



We deliver campaigns and strategies based on various advertising goals from brand awareness to direct performance.

**We specialise in:**

- Pay per click setup
- Pay per click audits
- Pay per click management
- Pay per click optimisation
- Remarketing on search (RLSA)
- Remarketing on display
- Feed campaigns – Product Listing Ads (PLAs – Google Shopping)

**PPC networks/advertising models covered by our service:**

Search & search partners  
Mobile  
Display (GDN, Google display network)  
Video

## Social Media Advertising

We help businesses set up effective social media campaigns and design engaging content for channel users for maximum business opportunities. We create strategies tailored to different B2B and B2C business models and help create emotional connections between customers and brands via content, video properties, pictures, incentives and smart targeting tactics



**Our social media strategies include:**

Audience-based targeting  
Demographic targeting  
User account activity & profile content targeting  
Interest targeting

## Affiliate Marketing

We can assist businesses with affiliate strategies and help grow brand reach across online publisher's sites and connect with wider audiences online. Our strategies involve many affiliate elements such as high quality content and blogging targeting, running high reach campaigns via best affiliate platform providers, placing brand listings across high volume cashback sites and voucher platforms and choosing appropriate loyalty and award solutions for advertisers.



**We provide consultancy for:**

- Affiliate platforms & 3<sup>rd</sup> party providers
- Cashback, deal sites
- Loyalty & award platforms
- Content-driven affiliate solutions & 3<sup>rd</sup> party content providers
- Retargeting on display
- Retargeting on search

## Video Marketing

At PPC ads UK we offer professional video marketing services designed for small, medium and large brands, who are looking to raise brand awareness online and efficiently promote new or existing products, services and generate more customer acquisitions.



**Our video properties can be used on:**

- YouTube listings and channels
- Social media – Facebook, Twitter and other properties
- Website content
- SEO results on Google and other search engines

## Lead Generation

Our unique lead generation service helps advertisers generate more leads online based on a 'pay per result' system. We are your dedicated team and we search for leads online via our own in-house advertising campaigns and lead generation sites and connect your brand with leads interested in I your products or services. We handle the advertising work – you handle the business and only pay per lead.

Lead generation prices depend on the business type and online demand. Businesses work with us on an 'agreed value per lead' basis and just pay per result with no other fees and charges. Price estimates can be provided after reviewing your business model and proposition.



# Team

PPCadsUK has been created by Eleni Buras and Peter Potoczniak. We are experienced search engine marketers who enjoy designing and optimising digital campaigns and helping businesses generate more sales online



- \*We worked in over 450 industries online
- \*We managed accounts with up to £500,000 spend per month
- \*We use all the latest digital software and research tools for SEO, PPC, and affiliates platforms
  - \*We run multilingual campaigns across Europe
  - \*We deliver brand awareness and direct performance solutions