

the appealguru

Digital Growth & Automation Experts

PAID ADS

MANAGEMENT (GOOGLE & META)



TURN ADVERTISING SPEND INTO PREDICTABLE
SALES GROWTH

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WHY THESE SERVICES?

Today's customers discover and purchase online before contacting businesses.

- Google captures customers actively searching to buy.
- Facebook & Instagram introduce brands and build demand.
- Businesses appearing at the right moment win customers.

▶ **Yet many businesses fail with ads due to**

- Poor targeting
- Weak creatives
- No conversion tracking
- Wrong campaign structure
- Budget wasted on unqualified traffic

OUR SOLUTION

- A structured paid advertising system that turns ad spend into **measurable & scalable customer acquisition.**

TARGETING

→ ENGAGEMENT

→ TRUST

→ CONVERSION

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OUR PROCESS

Performance Marketing Framework



► Step 1: Business & Audience Analysis

- Market and competitor research
- Customer behavior analysis
- Offer positioning

► Step 2: Funnel & Campaign Strategy

- Platform-specific campaign planning
- Landing page alignment
- Conversion journey setup

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OUR PROCESS

Performance Marketing Framework

► Step 3: Campaign Launch

- Advanced audience targeting
- Conversion tracking integration
- Google & Meta optimization setup

► Step 4: Testing & Optimization

- Creative testing & scaling
- Budget allocation improvements
- Continuous performance optimization

RESULT: STUDIO-QUALITY FASHION VIDEOS WITHOUT THE COST AND COMPLEXITY OF SHOTS.



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CASE STUDY 1

▶ META ADS CASE STUDY: SOLAR INDUSTRY

▶ The Challenge

- Heavy reliance on referrals
- Low-quality leads from boosted posts
- Inconsistent inquiries

▶ The Strategy

- Educational video-first ads
- Geo-targeted campaigns
- Lead qualification forms
- Retargeting engaged audiences

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▶ Results (4 Months)

QUALIFIED
LEADS

+110%

COST PER LEAD
REDUCED BY

36%

HIGHER-QUALITY
INQUIRIES &
BOOKINGS

CONSISTENT
WEEKLY LEAD
FLOW

CASE STUDY 2

▶ META ADS CASE STUDY: D2C FASHION BRAND

▶ The Challenge

- High cost per purchase
- No structured funnel
- Poor targeting

▶ The Strategy

- Full-funnel Meta Ads system
- Creative testing with reels & lifestyle visuals
- Lookalike & retargeting audiences



▶ Results (4 Months)

**ONLINE
SALES**
+122%

**COST PER LEAD
REDUCED BY**
41%

**IMPROVED
CONVERSION
RATE & ROAS**

CASE STUDY 3

▶ GOOGLE ADS CASE STUDY REAL ESTATE INDUSTRY

▶ The Challenge

- Irrelevant inquiries
- Heavy dependence on property portals
- Budget spent without measurable ROI

▶ The Strategy

- High-intent keyword targeting
- Campaign segmentation by buyer intent
- Conversion tracking & landing page optimization

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▶ Results (3 Months)

**QUALIFIED
BUYER LEADS**

+85%

**COST PER LEAD
REDUCED BY**

34%

**INCREASED
SITE VISIT
BOOKINGS**

**CONSISTENT
INQUIRY
PIPELINE**

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EXPECTED GROWTH TIMELINE

- ▶ **Month 1**
 - Research, tracking setup & campaign launch
 - Initial data collection
- ▶ **Month 2-3**
 - Optimization improves lead quality
 - Cost per result begins to reduce
- ▶ **Month 3-4**
 - Stable lead/sales flow established
 - Scaling of winning campaigns
- ▶ **Month 5+**
 - Predictable and scalable customer acquisition system

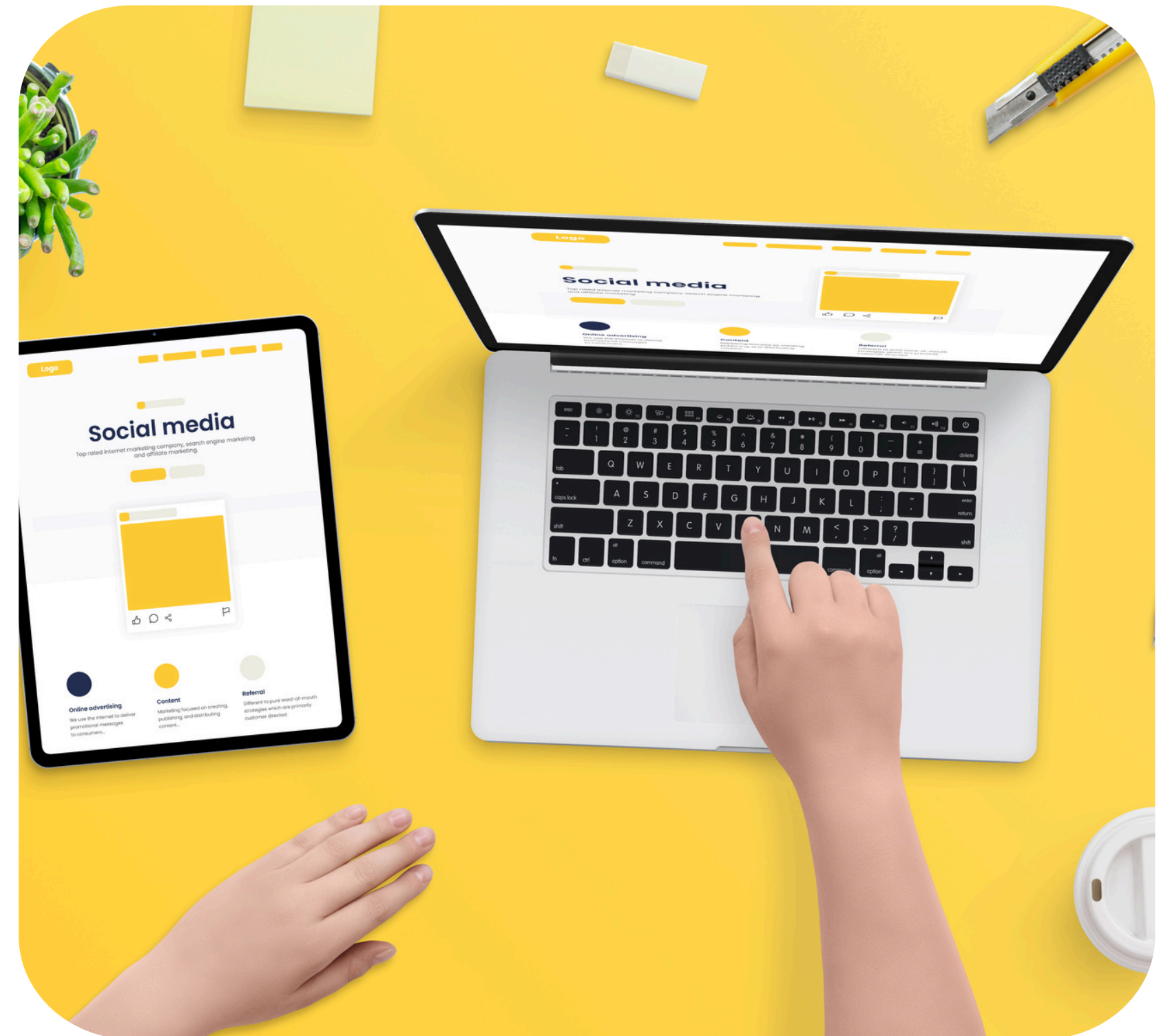
WHY START NOW?

Digital advertising costs increase as competition grows

► **Businesses that implement structured advertising early**

- Capture market demand faster
 - Build data advantages over competitors
 - Scale customer acquisition predictably
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- Every month delayed means lost customers already searching for your services
 - The right strategy turns advertising from an expense into a growth engine.

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PRICING PLANS

Features / Services	Starter	Growth	Scale
Monthly Fee	£395 / month	£495 / month	£595 / month
Platforms Managed	Google Ads + Meta Ads	Google Ads + Meta Ads	Google Ads + Meta Ads
Ad Account Setup / Audit			
Campaign Strategy Planning	Basic	Advanced	Full Funnel Strategy
Campaign Creation	Up to 3 Campaigns	Up to 5 Campaigns	Up to 6 Campaigns
Audience Research		Advanced	Deep Research + Scaling
Ad Copywriting	Standard	Conversion-focused	High-performance copy
Creative Guidance	Basic Suggestions	Creative Direction	Full Creative Strategy
Conversion Tracking Setup			Priority Setup
Keyword Research (Google Ads)	Basic	Advanced	Extensive + Competitor Analysis
A/B Testing	Limited	Ongoing	Aggressive Testing
Budget Optimization	Weekly	Bi-Weekly Optimization	Continuous Optimization
Retargeting Campaigns			Advanced Funnels
Performance Reporting	Monthly	Bi-Weekly	Weekly Detailed Reports
Strategy Call	Monthly	2x Monthly	Weekly Growth Call

CONTACT US



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