

"In terms of PPC, we have seen strong conversion rates (well above the industry average) from a standing start and there is a clear upward trend month on month. Beyond bringing in encouraging sales very early on, the campaign has given us great exposure to a targeted audience"

Xtras Online

Perfect Partners? PPC and Your Agency

PPC can and should be the beating heart of your clients' marketing efforts. It can help them to understand their customers better, and give you the insight you need in order to ensure your work delivers the right message to the right people. Sleeping Giant Media have the know-how to deliver big results for your clients.

We have worked with a number of different web design agencies, creative agencies and marketing agencies in order to help them grow their existing relationships with their clients. The relationships we have are built on trust and a common passion for delivering what the clients want.

Let me explain how PPC can be used to power up all other marketing efforts, be it offline or online.

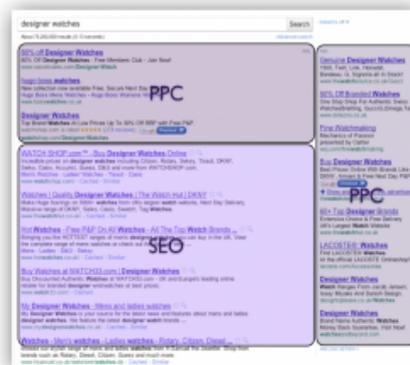
Step 1 - Get expert help

There are lots of articles that warn you about the dangers of paid search advertising and how expensive it can be. I am not going to argue with that statement, as ultimately, it is tricky if you don't know what you are doing, but then again what isn't when you're not an expert?

To see more, similar case studies please visit:

www.sleepinggiantmedia.co.uk/casestudies

Step 2 - Use PPC for diagnosis and planning



However, what is often overlooked is how PPC can be used as a diagnostic and planning tool for other marketing activity. If used properly PPC can save thousands of pounds of marketing spend that would have otherwise been misdirected or targeted.

PPC and Google Analytics make perfect partners



When you couple PPC and Google Analytics you are able to get a great insight into what customers search for, what they click on, and what pages or messages they dwell on. There is no other channel that can offer this accurate, near real-time data.

relevant, qualified traffic to the client's website which ultimately should convert into customers.

We have a number of specific case studies that we would be happy to share with you or discuss.

Step 3 - Give customers what they want

We work with your clients to help them understand more about their customers and what appeals to them. We can then work with you to help adapt the marketing efforts and website to make it match more accurately what their customers search for.

It is very much a partnership between you, the client and us. We can provide the diagnostics and feedback on the customer to ensure all resources are focused on the needs of the customers. This can help direct the SEO strategy, the PR strategy, content strategy, offline marketing materials and pretty much any marketing activity. The feedback we are able to provide can help to increase email open rates, bounce rates on the site and response rates for offline marketing materials. Because you already have an insight into what your customers want you can provide it, get better results and build the relationship with the client. All the while we are using PPC data to feed back to you, it is also sending



If you would like more information on our services, costs, or just want a bit of help with your online marketing strategy feel free to get in touch via email, online form or phone on: 01303 240715 (Kent) and 020 8123 2437 (London)

Follow us: [@sleepinggiantm](https://twitter.com/sleepinggiantm) for the latest industry news

Mersudin says...



"Our service levels are unmatched in terms of communications, delivery and value for money. Our approach is transparent in every way so our customers know what we are trying to achieve.

The secret to good PPC performance is to ensure that there are clear goals and tracking / analytics in place so goals can be monitored and measured. Then make constant improvements based on the data. Avoid assumptions, it is so easy to split test things through a platform like Adwords, so optimisation can be based on solid data."

Mersudin Forbes
Account Manager

Read more online at:
www.sleepinggiantmedia.co.uk

