

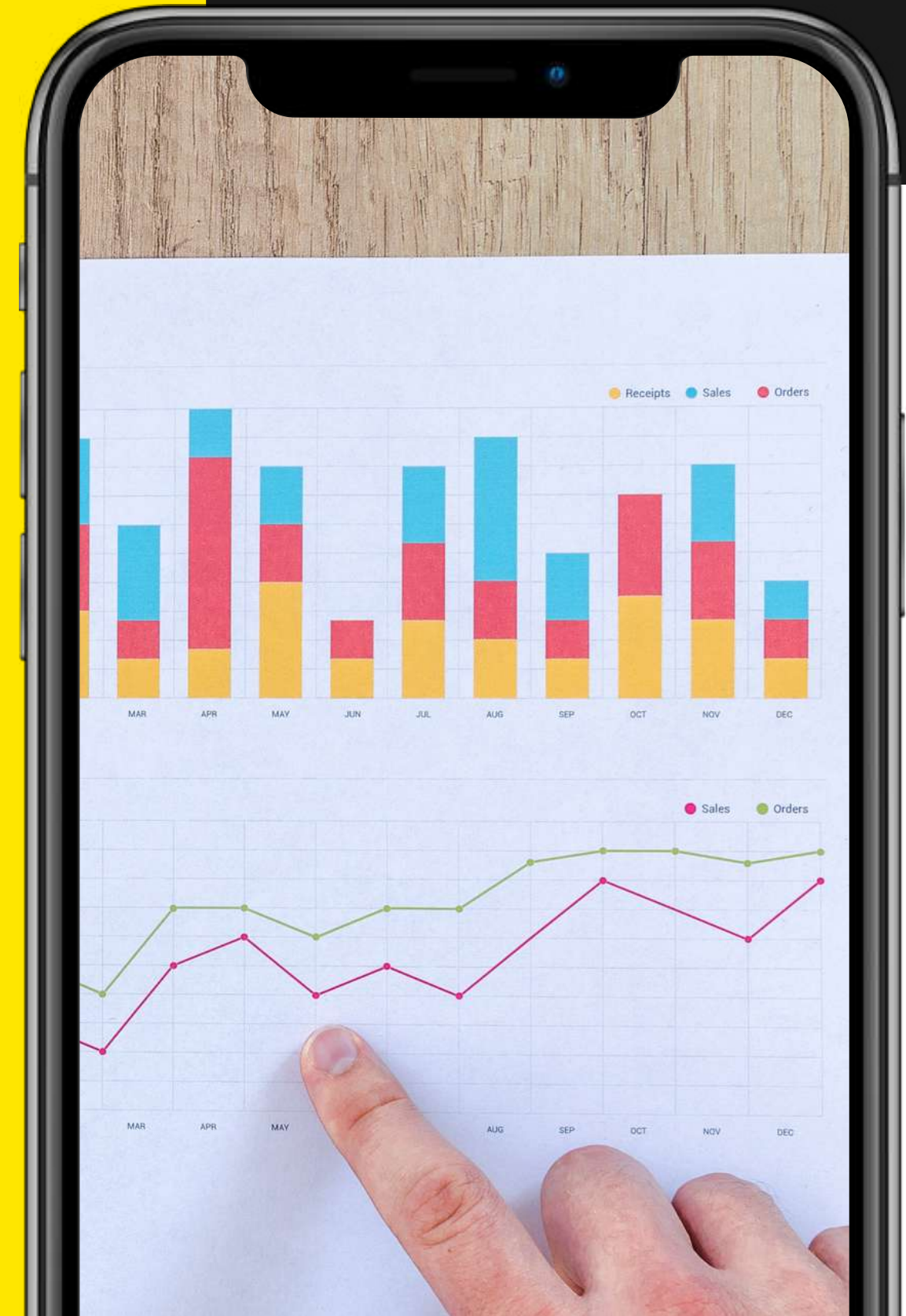


COLEHOUSE COMMUNICATIONS

# Paid Social Advertising



Helping to boost your brand's presence and conversion rates



COLEHOUSE COMMUNICATIONS

# The importance of paid social...

There are countless advantages to paid social advertising, with completely measurable results that allow you to work with a flexible budget, with the ability to micro-target your desired audience and attract new leads.

Whether it's selling your events or increasing e-commerce sales, we can help! We'll help to identify which platform is right for your brand and show you the strategies to put into place to boost performance.



**<10%**

**Each of your organic posts will only be shown to about 10% (or less) of your followers.**

**27%**

**of internet users say they find new products through paid social ads, proving that these can be used to boost your reach and connect with new audiences.**



## How we'll help...

We work with our clients to ensure they get the most bang for their buck when it comes to paid social. We're experts in the creative side, as well as understanding strategic execution across the major social networks. Using industry data, we can match your audience profile with specific targeting to increase relevance, ensuring your paid social budget is fully maximised to hit your KPIs.

- We implement paid social across social networks to reach all ages and demographics, paid social is not limited to Facebook!
- We can support with creation of graphic design and content writing, supporting you in finding the right tone of voice to reach your audience.
- Full monitoring of the performance of paid social ads, providing midpoint and final reports so that you understand how the ads have performed.
- We provide technical set up, helping you install tracking pixels to measure success through data analysis into all the major platforms.



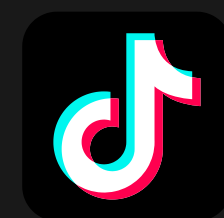
## What platforms do we work on?

There's no doubt that Facebook is the paid social king, with completely measurable results that allow you to work with a flexible budget, micro-target your desired audience and attract new leads. However, we implement paid social across social networks to reach all ages and demographics, paid social is not limited to Facebook!

Instagram ads are a key tool for any successful social strategy. With access to Facebook's extensive targeting tools, a powerful presence on Instagram can place you in front of a key demographic.

Twitter advertising can enable your business to join existing conversations easily and reach a highly engaged audience. We've helped many campaigns and events trend on Twitter and have a deep understanding of this platform and how to get the best from advertising on it.

Whether you're aiming to reach young professionals or experienced executives, our LinkedIn paid social services can help you target your desired audience with crafted content that speaks their language.



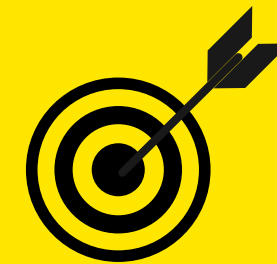
**We can find you new customers or convert the ones you're already targeting...**



## Prospecting

**Ads are shown to new people who are most likely to engage with your brand and become your next customers.**

- Increase brand awareness
- New website visitors
- Increased customer traffic
- Growth in sales



## Retargeting

**Ads are shown to people who visited your website but left without becoming a customer.**

- Remind your website visitors of your products and services
- Convert prospective customers
- Generate more sales

**97% of people who visit your site for the first time leave without buying anything, and then they're lost forever. Unless you can bring them back.**

# Packages

We work with budgets and clients of all sizes, formulating bespoke marketing packages that are tailored to suit your business and drive growth in a way that's appropriate for your company and audience. Every business is unique and we want to reflect that in your package, so that you have the right strategy in place to achieve your goals.



## Start-up



Ideal for new businesses and designed to provide the marketing tools to engage with customers while build brand presence and image.

## Silver



Designed for businesses that are purely focused on creating or developing their current and ongoing online presence.

## Gold



A comprehensive marketing solution, developing and implementing a sustainable marketing strategy to accelerate your business and achieve it's objectives.

MONTHLY PACKAGES START FROM £1,050 WITH A MINIMUM AD SPEND OF £500

## Quadrotech

In 2018 the Microsoft Ignite Global Tour kicked off visiting 20+ locations across the globe. The Quadrotech marketing team identified 10 key countries for us to launch a paid and organic social media campaign designed to lift brand affinity and drive visits to on-site event stands as Platinum Microsoft Partners.

Our work helped raise awareness and enquiries in many new markets around the world for Quadrotech and helped them gain better understanding of social advertising across Twitter, LinkedIn, Facebook and Instagram, as well as benchmarking the new territories for future campaigns.

**966,745  
impressions  
created**

**10  
global  
destinations**

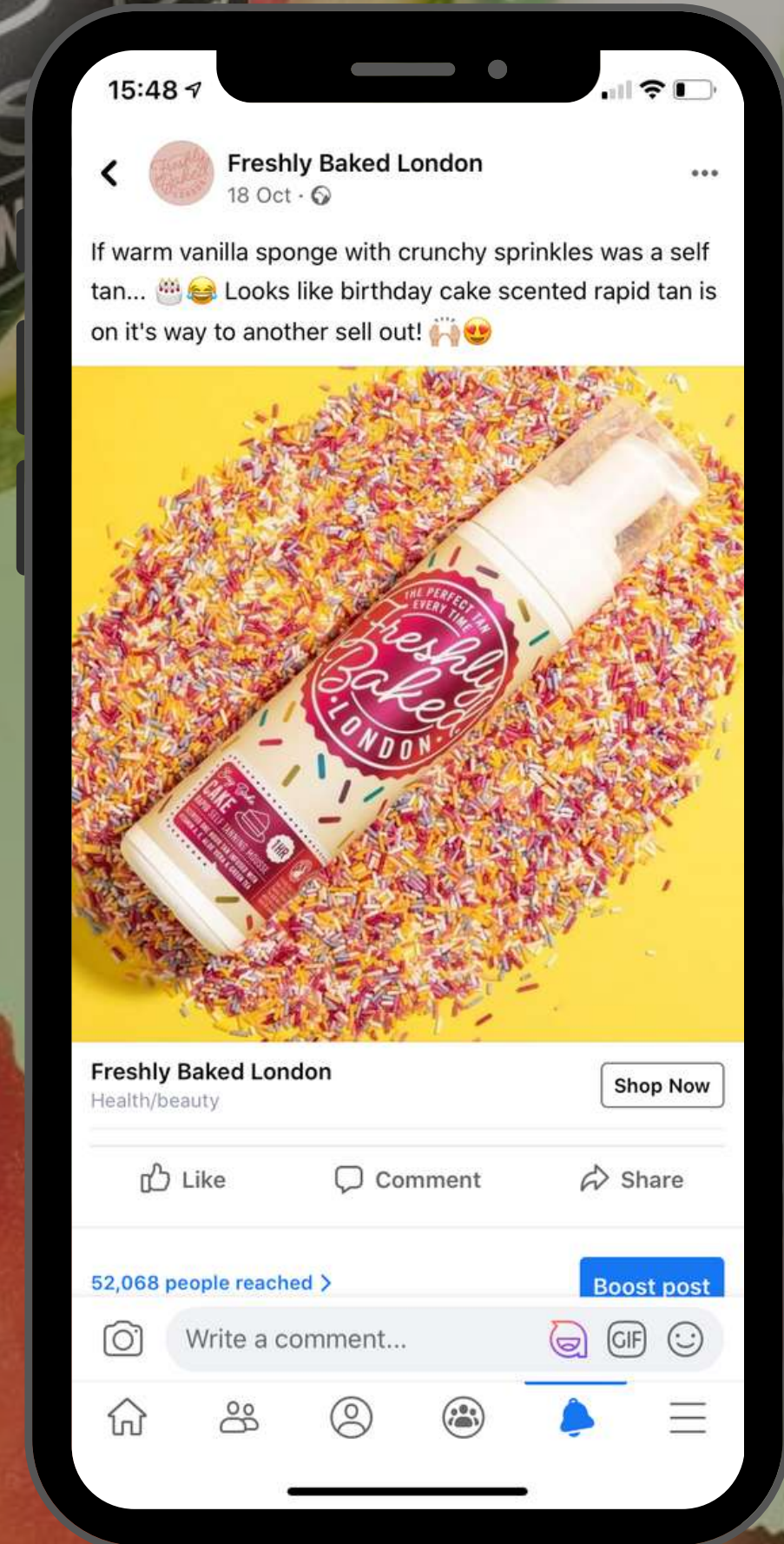
**28,839  
video  
views**



**1,700% increase  
in sales via social  
source**

## Freshly Baked London

Freshly Baked London required our support with an impactful paid social campaign, in order to help increase their sales and raise their brand awareness as a whole. We launched a prospecting campaign, using look-a-like audiences to attract new customers who had never seen the brand before, resulting in sales via social source rapidly increasing by 1,700%.

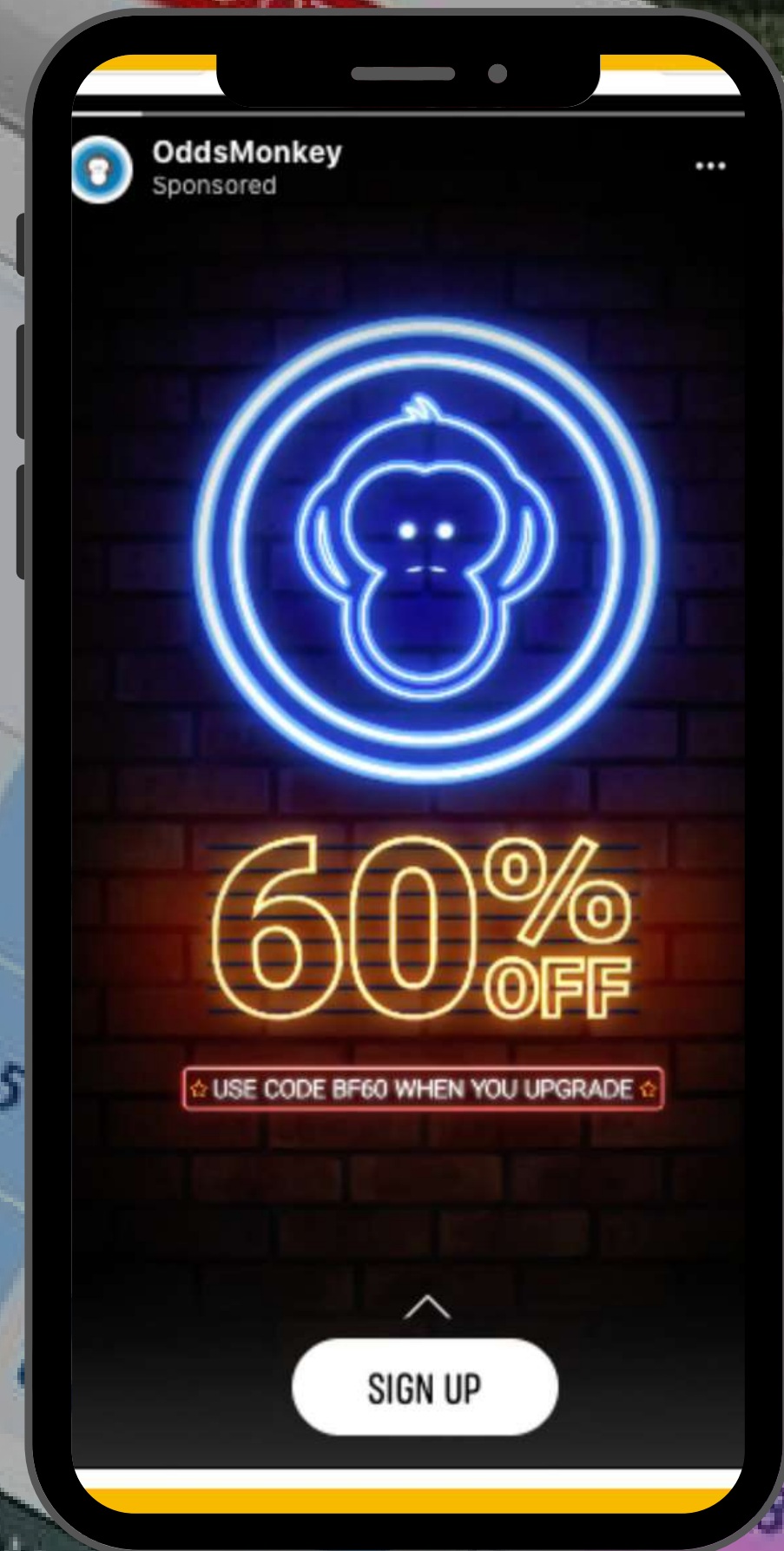




**10x return on investment**

## Oddsmonkey

OddsMonkey required a robust social media acquisition strategy using paid social media advertisements across Twitter and Facebook. We ran closed tests targeting various customer buckets, achieving a large projected ROI, resulting in an 'always on' campaign being rolled out as part of the digital marketing strategy. We achieved 10x return on investment for Oddsmonkey with our paid social advertising.





# Contact Us

We'd love to help you get your brand in front of people.



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