



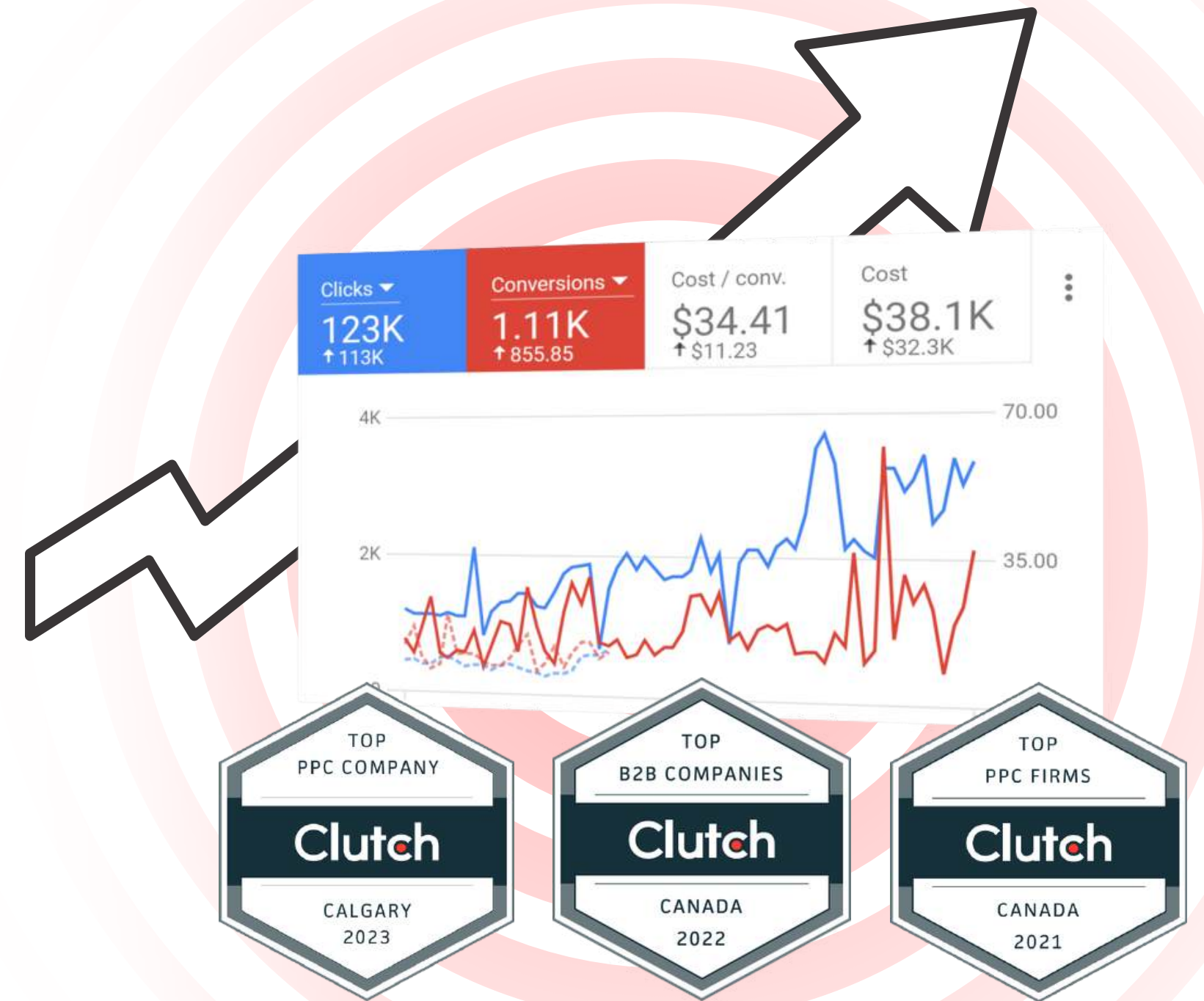
Paid Ads Management



Google Partner

PPC Management By Marvel Marketing

Our clients see an **average return** of
5-6X
on **ad spend** budget.





Our Track Record & Client Success

Looking back, let's see what our team accomplished for our clients.



\$27,000,000

In Ad Spend Management

1,250,000

Campaign Conversions

225+ (Global)

Accounts Managed



Benefits of Getting Us In Your Digital Corner

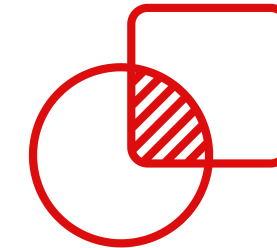
Marvel Marketing is a certified pay-per-click (PPC) marketing agency that can help boost your brand's visibility and sales. Our PPC campaigns are optimized to be effective, profitable, and guarantee a return on investment.



Results Guarantee

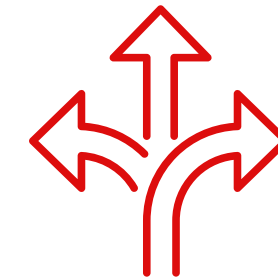


Marvel Marketing



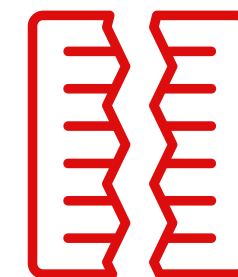
Transparent Pricing

You pay Google and Meta directly with your own Credit Card.



Flexible Budgets

Adjust your budget with Google and Meta at any time.



No Big Contracts

Enjoy freedom with our short 3-month commitment phase.

The Method To Our Success

We use proven and tested PPC strategies

1

Define Objectives

Determine the primary goals of your PPC campaign. Whether it's increasing website traffic, generating leads, boosting sales, or promoting brand awareness, having clear objectives will guide your strategy and help measure success.

2

Deep Research

Identify relevant keywords that your target audience is searching for. Use tools like Google Keyword Planner, SEMrush, or Ahrefs to find keywords with high search volume and low competition. Focus on long-tail keywords for more targeted traffic.

3

Create & Design

Ensure that your creative assets are designed to drive conversions. Develop high-quality videos, ads, and images relevant to your target audience and align with the campaign objectives. Visuals are tailored to each platform.

4

Monitor & Optimize

Analyze key metrics such as click-through rate (CTR), conversion rate, and return on ad spend (ROAS). Use the data to make informed adjustments to your keywords, ad copy, and bidding strategy to continually improve results.

OUR PROCESS



The First 90-Days

What should you expect in the first 3 months?

Month 1

Strategize & Build

Start with a detailed audit and research phase. Define your PPC campaign goals, whether it's increasing traffic, generating leads, boosting sales, or enhancing brand awareness. Then, build your campaign with targeted ad groups, compelling ad copy, and optimized landing pages.

Don't Expect Conversions Just yet

Month 2

Launch & Collect Data

Launch your PPC campaign after the initial build. Focus heavily on collecting data, monitoring key metrics such as click-through rates, conversions, and cost per acquisition. The primary goal is to gather enough data to guide future optimization and strategy refinement.

Expect Conversions To Gradually Start

Month 3

Analyze & Accelerate

Analyze the collected data to uncover insights and performance trends. Identify high-performing keywords, ad groups, and demographics. Use these insights to accelerate your campaign by reallocating budget to the best-performing areas and refining your strategy. Continuously test new ad variations and targeting options to maximize ROI.

Expect Conversions To Start Increasing





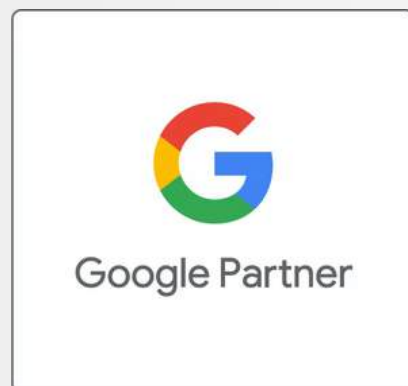
Paid Ads Platforms

Multiple platforms to enhance your PPC results.



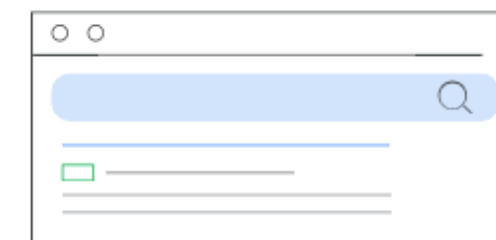
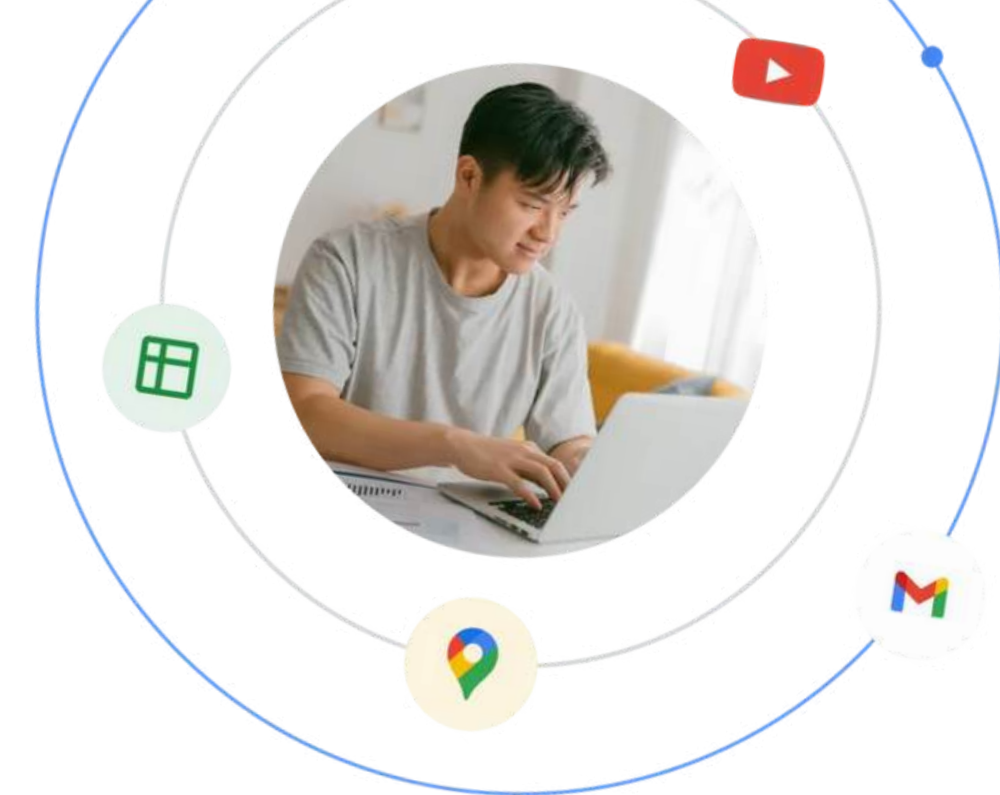


We're Your Certified Google Ads Partner

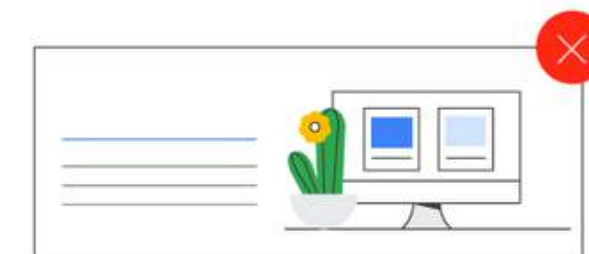


Focused on ROI, Not Just Clicks.

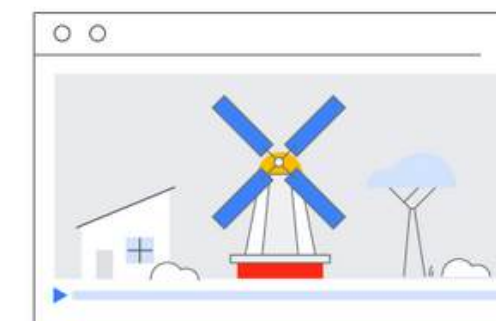
We develop Google Ads campaigns that are fine-tuned to generate profit and conversions, which offer you a higher return on every dollar spent; this is what separates us from other Google ads agencies. Working with us gives you access to Canada's best Google Ads agency that works in unison with our creative team and conversion rate optimization strategists, giving you an entire marketing department at your fingertips.



Search Ads



Display Ads



Video Ads



Shopping Ads

GOOGLE



From small startups to established enterprises, we offer scalable and effective solutions for businesses of every size.

Benefits

Account management by a professional Marvel Marketing account executive experienced with Google Advertising.

Scheduled monthly business reviews with your dedicated account manager.

Transparent pricing with no long-term contracts required.

Multi-location campaign buildout and audience targeting.

Ecommerce buildout and integrations with Shopify and/or WooCommerce.

Local Services Ads Management included in monthly consulting fees.

Click-fraud monitoring to ensure you are not paying for invalid clicks.

Local (CAD Pricing)

Starting From
\$795
/month + Setup

Scale (CAD Pricing)

Starting From
\$995
/month + Setup



N/A



N/A



PRICING



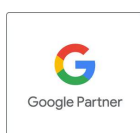


We're Your Certified Meta Ads Partner



Paid Media + Creative Team

When you work with Marvel Marketing, you get a team who is constantly testing, iterating and scaling your creative and handling the entire creative production process from end to end. Our paid media experts work alongside our creative team, giving them real-time data on what to create next. This in-house collaboration allows us to deliver and scale meta campaigns with impressive success.





From small startups to established enterprises, we offer scalable and effective solutions for businesses of every size.

Benefits

Account management by a professional Marvel Marketing account executive experienced with Meta (Facebook & Instagram) Advertising.

Scheduled monthly business reviews with your dedicated account manager.

Transparent pricing with no long-term contracts required.

Multi-location campaign buildout and audience targeting.

Ecommerce buildout and integrations with Shopify and/or WooCommerce.

Setup of 3rd party software for leads management (Zapier or similar).

Creative assets included with the initial campaign buildout.

Local
(CAD Pricing)

Starting From
\$795
/month + Setup

Scale
(CAD Pricing)

Starting From
\$995
/month + Setup



N/A



N/A



4 Static + 2 Video

6 Static + 3 Video

PRICING





Campaign Add-Ons

Optional upgrades to enhance your PPC results.



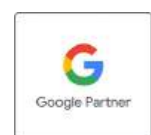


We Create High-Converting Landing Pages

Maximize your PPC campaign success with high-converting landing pages that turn clicks into customers.

Optional Add-On Service

\$850 + Unbounce Monthly Fee
One-Time Setup



Call Tracking To Keep Track Of ROI

Unlock the true potential of your PPC campaigns with call tracking, providing precise ROI insights and driving smarter marketing decisions.

Optional Add-On Service

\$300 + CallRail Monthly Fee
One-Time Setup

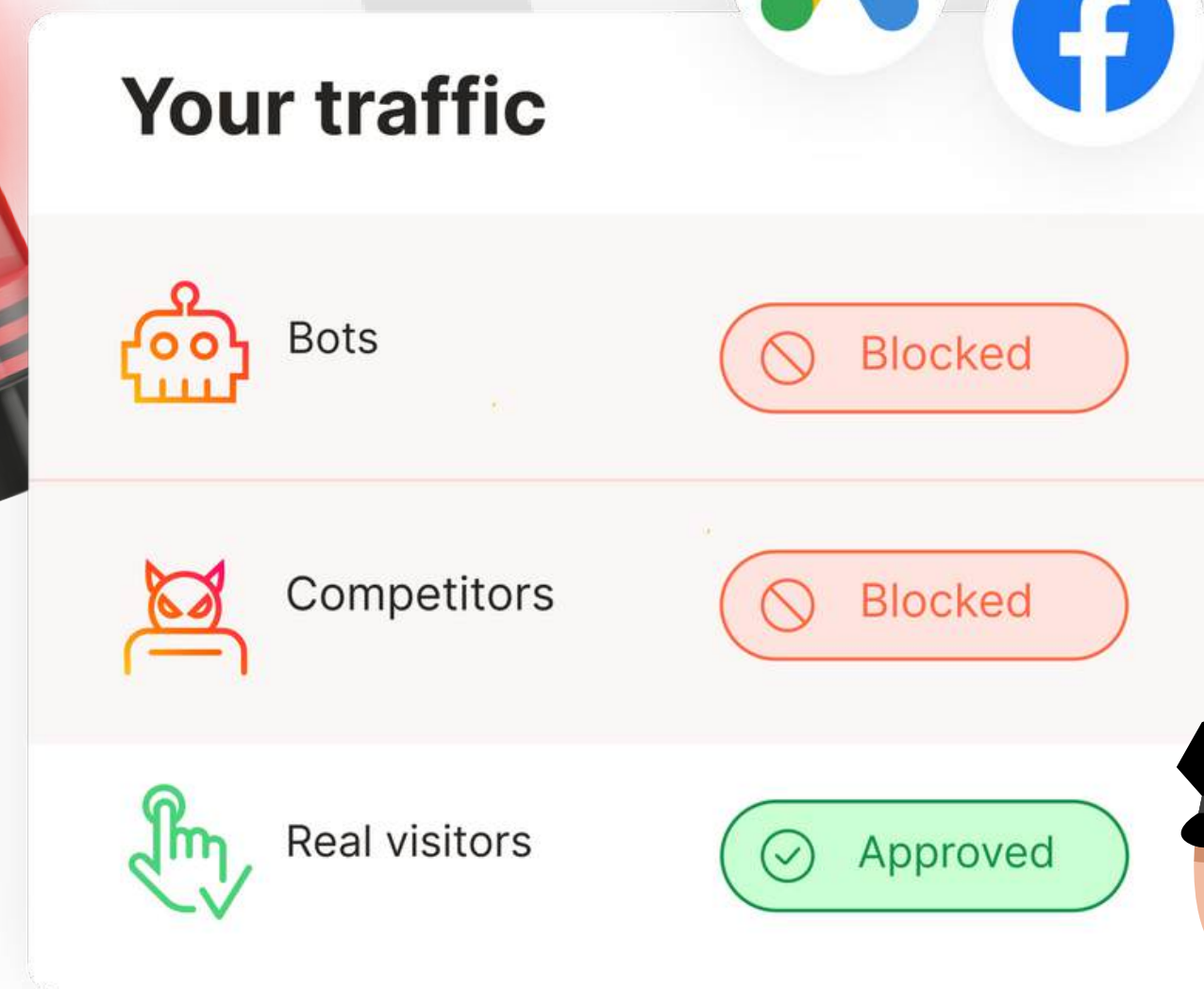


Click Fraud Protection & Detection for Ads

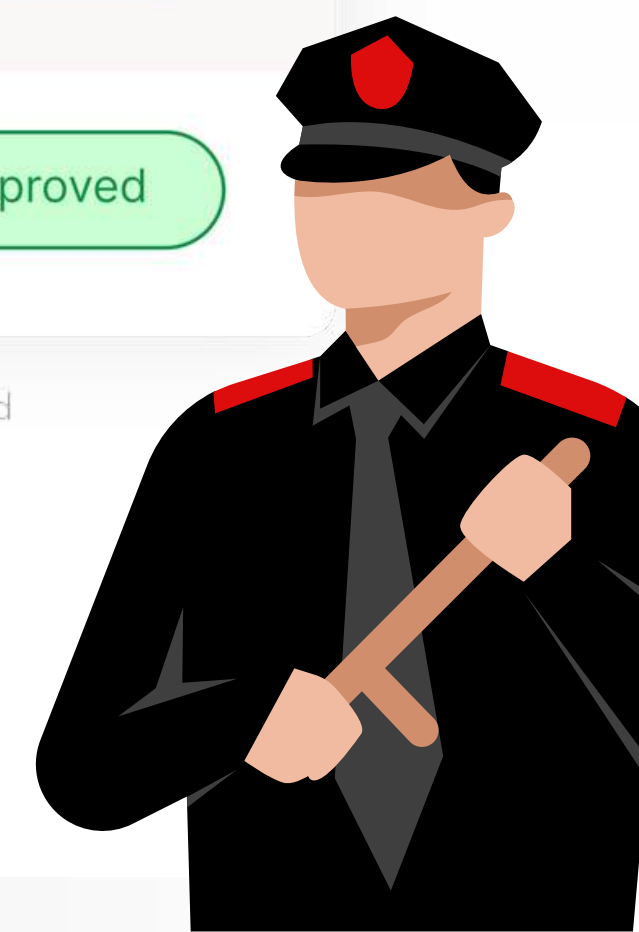
Block harmful traffic from wasting your budget and skewing your data, once and for all.

Optional Add-On Service

~~\$250 + ClickCease Monthly Fee~~
One-Time Setup Included With All Campaigns!



Meta + Google API approved



We're Ready When You Are



Google Partner

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 www.marvelmarketing.ca