



THE BRAND MIX
CAPE TOWN | LONDON | DUBLIN | DUBAI

PAY
PER
CLICK

PAY PER CLICK

Let's face it – raising your hotel's rank on Google search engines is a challenging feat that requires more dedication than many can muster.

Not for our accomplished Pay Per Click team.

We drive traffic to your site in an innovative, clever, and financially efficient manner.

Working across a variety of marketing fields, PPC is a tried and tested strategy used to exponentially increase exposure online.

But what exactly is PPC?

PPC is a marketing model that allows you to pay for your advertisements, but only when the ad is clicked. So, once the budget is depleted, the ad is dropped. Search engines such as Google deem Pay Per Click available on auction. The highest bidder typically wins the most prominent placement.

It may sound easy, but rushing into the nuanced intricacies of PPC has led many to disaster. With our help, your business will boast a bespoke PPC campaign, specifically tailored to optimise your expenditure.

OUR PPC STRATEGY INCLUDES



Campaign Management



Brand Protection



Mobile Campaigns



Performance Reporting



Landing Page Optimisation



Meta Search Management



Retargeting & Remarketing

We conduct ongoing industry research, regularly implementing our findings into your campaign.

CLIENTS WHO WORK WITH US



WATCH OUR VIDEO ON PAY PER CLICK