

Your Guide to What We Do (and How We Do It)



Super Powered PPC Campaigns

Who We Are



Steve Drummond

Managing Director & founder of myWebhero. Having gained an MSc in Applied Economics & Data Analysis Steve went on to work for a leading Web Analytics agency. Using this skill set, he founded myWebhero in 2016 to help businesses improve their online marketing results by blending data analysis, search marketing & conversion rate optimisation.



David Phillips

Specialising in Paid Search & Shopping Ads, Dave Phillips is the lead Search Marketing Consultant at myWebhero. Dave creates carefully blended ad campaigns that help maximise Return On Ad Spend and achieve conversion targets. Dave is the guy with eyes on your campaign each and every day.



Tracy

Tracy manages myWebhero's accounts by building and maintaining strong relationships with all of our clients & is also responsible for onboarding new customers. She will be your main point of contact throughout to ensure service continuity.

Taking Your Business to Brand New Heights



When it comes to helping you achieve business goals, our PPC/Paid Search or similar superpowers know no bounds.

But as everybody knows, even the greatest superpower is useless if you don't understand it.

That's why we concentrate our supreme knowledge and expertise in one key area.



Bringing you more customers, whilst providing a clear return on your hard-earned investment.

Entirely contract-free, our eCommerce and Lead Generation PPC services are primed to do just that, based entirely around what you most want to achieve.

Here's how.

PPC Services Summary



eCommerce PPC

- ✓ Google Search & Shopping
- ✓ Microsoft Search & Shopping
- ✓ Dynamic Search
- ✓ Dynamic Remarketing
- ✓ Smart Display
- ✓ Domestic & International Campaigns
- ✓ Multi-lingual campaigns

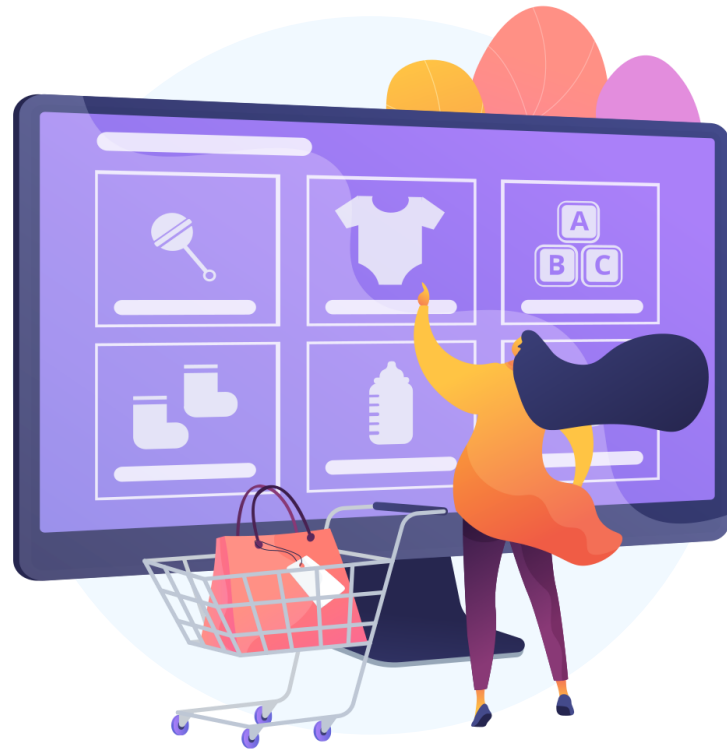


Lead Gen PPC

- ✓ Google Search
- ✓ Microsoft Search
- ✓ Dynamic Search
- ✓ Service Remarketing
- ✓ Smart Display
- ✓ Domestic & International Campaigns
- ✓ Multi-lingual campaigns

Now you know what we do, let's explain more about how we do it.

eCommerce PPC



We don't assume we know more than you about your business goals. Instead, we align our approach directly with your desired outcome.



We optimise all aspects of the customer journey, maximising revenue at your target return on investment (ROI).



That means we're constantly on the search for new opportunities across all networks, keywords, audiences, and markets.



Oh, and you can also save 20% on your EU/UK Google shopping campaigns when you switch to our Comparison Shopping Service (CSS).

Lead Generation PPC



You may be familiar with the 'traditional' approach to Lead Generation PPC: focusing on lead volume and cost-per-acquisition.



But to us, that approach doesn't reflect the true value of a customer. That's why we focus on offline conversion reporting.



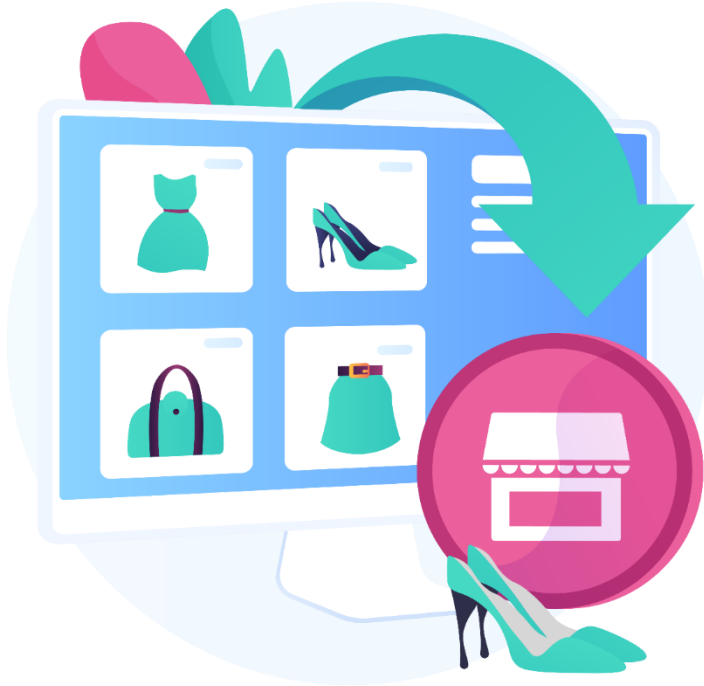
We then feed all that high-quality data back into Google Ads, optimising it for revenue and Return on Ad Spend (ROAS).



This leads to more qualified, higher-spending leads, and maximum ad profitability for you.



Our Comparison Shopping Service (CSS)



Open your business up to a whole new world of sales opportunities.



When you join our CSS, your products will appear on our secure myWebhero shopping website... a simple and completely hassle-free process.



It's easy to switch back-and-forth as needed, and there'll be no changes required either in your billing process, or your Google campaign activity.



You'll also save 20% on your Google Shopping campaigns, just like that.

Our PPC Success Strategies

A Regularly Reviewed Strategy

We'll collaborate with you, to craft a blended strategy that reaches the right audience, at the right time, at the right cost. To keep things relevant and cutting-edge, we'll review this strategy with you every month.

Rigorous Testing

We love testing new campaign ideas. As a Google Partner, we have early access to Google Betas. This gives us a head-start on what works, and what doesn't. In other words, our constant testing of keywords, bids, and creative is time well spent.



Intelligent Management

We're Google and Bing partners, which means we take our expertise seriously. Our PPC campaigns generate sales and meet ROI targets. We know this because we manage the results daily, with laser-sharp focus on bids and search terms.

Reporting

We don't waste time on random stats. Our live dashboard and monthly reports are custom designed to show you meaningful, detailed results that actively support your business goals.

PPC Data is King

**And when you're faced with royalty, you treat it with respect.
So, here's how we'll analyse your campaign data.**

When it comes to PPC campaigns, the secret of success is in the data

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2

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Namely, transaction data, call tracking and offline conversion value – whichever is the most relevant to your goals

We rigorously collect and analyse your campaign data, using it to monitor the customer journey and refine our approach where it's most needed

This could mean more focus on a successful keyword, or on a high drop-off step in your conversion funnel. Leaving no stone unturned, we develop hypotheses to check, and we perform regular testing ad campaigns

We do all this so that when we review your strategy, you can feel completely confident in our recommendations

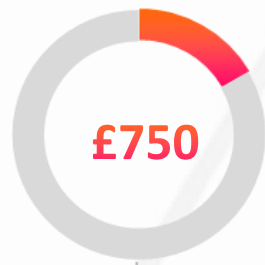
Your Commitment

We're confident about, and completely committed to, generating the results you're looking for from your PPC campaign.

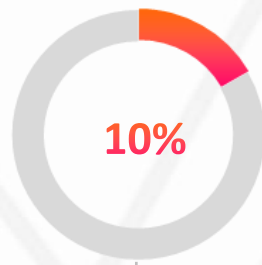
So much so, that we won't tie you up in a restrictive contract.

Instead, we'll work flexibly with you on a rolling monthly basis.

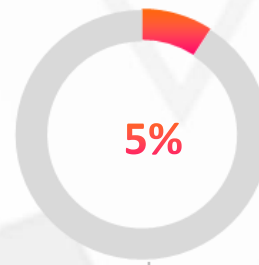
Here's a breakdown of our monthly fees by budget (client budgets begin from £1k per month):



Up to £7.5k:
£750



£7.5k - £30k:
10% of ad spend



£30k - £50k:
5% of ad spend



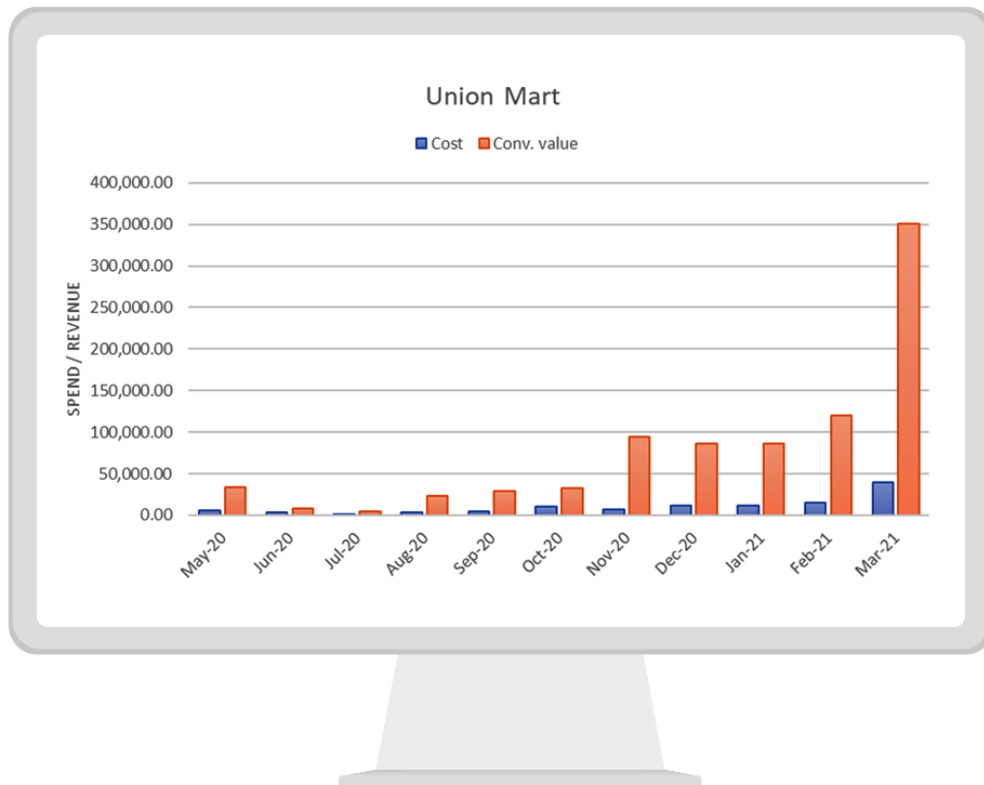
£50k and over:
please call for details

We are committed to delivering a competitive Return On Ad Spend, month on month

Our Happy (and Hugely Successful) Clients Include...



Case Study



RESULT: 10-fold revenue increase at 923% ROAS

Client: Union Mart

Challenge: Increase Revenue at Target ROI

Solution: Google Search, Shopping & Display

923%
Average ROAS

Nov 2020
Start Date

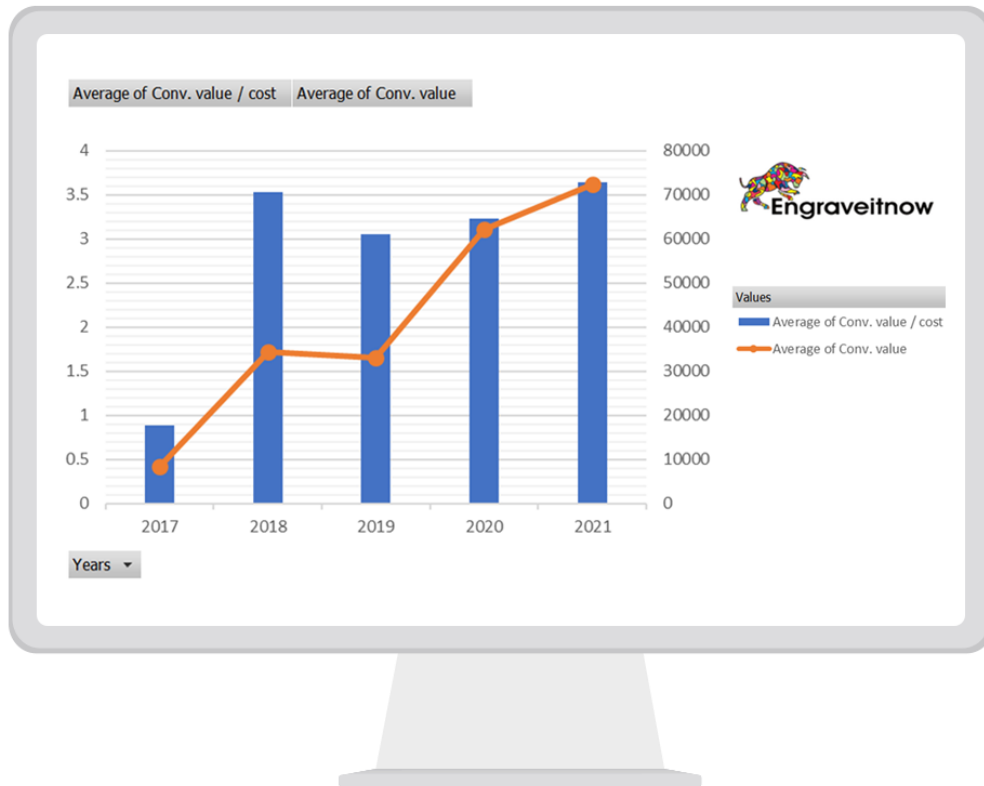
£333k+
Sales Growth

£40,000
Investment Growth

myWebhero started working with Union Mart in Nov 2020. As an online retailer Union Mart wanted a team to manage their Google Ads and increase revenues at a target ROAS.

We implemented a clear strategy focusing on shifting budget from under-performing keywords to ones we knew converted well. Adding Google Shopping campaigns & Smart Display helped drive incremental sales at target ROAS.

Case Study



RESULT: 80% revenue increase at 364% ROAS

Client: Engrave It Now

Challenge: Find Additional Sales at Target ROAS

Solution: Google Search, Shopping & Display

364%
Average ROAS

Nov 2017
Start Date

£300k+
Sales Growth

£109k
Investment Growth

Engrave It Now chose myWebhero to manage their PPC accounts in late 2017. The long term strategy was to increase revenue in the saturated Gifting market. Ensuring a 300% ROAS was critical to profitability.

During our long term relationship, we have sought out new keyword, network & audience opportunities to continuously grow sales y-o-y at the target ROAS.

Client Testimonials



"I'd been running my own PPC campaigns, so I wasn't sure I'd need much help. But Steve and the team did their homework on my company, listened to my ideas, and presented me with original insights and opportunities. I remain impressed with the service."

(John Constable – Name of Business)



"We asked myWebhero to run our Google Ad campaigns. Within three months of starting, we've had larger volumes of more qualified leads, and the new strategic advertising approach has decreased our costs. The team was also impressively hands-on and showed an active interest in our business."

(Attorney Prime, Texas Law Firm)



"In a short turnaround, myWebhero has already produced positive results from our SEO and PPC campaigns, at cost-beneficial rates. The team exceeded my expectations – they're effective, responsive communicators who deliver high-quality work. They really know what they're doing."

(CEO, Plastics Hub)



"We wanted to increase our leads and be recognised in our local area. After working with myWebhero, we saw an instant increase in leads – in fact they've now doubled. Not only have external stakeholders praised our new landing pages, but the myWebhero team regularly monitor our campaign, letting us know exactly where our money is spent. We are more than satisfied with the service!"

(Business Administration Manager, The Warmer Group)



"We needed a solid PPC campaign to get a foothold in the market. myWebhero were a great fit from the start. We found them friendly, approachable, and extremely helpful, as well as honest. They went above and beyond the original project scope, and our site traffic is exactly where we need it."

(Director, Pontoon Bridge)

Client Testimonials



“myWebhero’s services have been very effective in generating new leads and increasing sales. They explain their processes really well, and from a marketing perspective, working with them is the most cost-effective decision we’ve ever made – for every £1,000 we spend with them, we generate around £10,000 in sales!”

(MD, Saving Energy Ltd.)



“When we started working with myWebhero, I was worried about relinquishing control of business-critical information, but the team gained my trust completely. They are completely honest and transparent, and they raised some great ideas that saw us maximise our online presence and improve our PPC campaigns.”

(MD, Management Consulting Firm)



“We wanted to improve our new business pipeline, so myWebhero optimised our website for SEO, as well as managing our Google Ads PPC campaigns. They provide superb value for money – our profits increased by 50% in the past year, and the team are so responsive and knowledgeable that we can leave them to their work as we get on with ours.”

(MD, Alexander James Recruitment)



“myWebhero has redesigned our website and conducted several SEO and PPC campaigns to promote our training courses online. It’s been an excellent experience – as well as offering value for money, the team were responsive and understanding of our needs. Even after ending our PPC campaign, we’re still attracting organic traffic.”

(Director, Aim Skills Development)



“I didn’t have time to work on my PPC campaigns, especially as Google’s ever-changing policies meant they had become difficult to maintain. myWebhero completely rebuilt the existing campaign, and my company had its best year in nearly two decades. I saw an increase in turnover of around £100,000, but I was also impressed by the team’s commitment to helping my business. The results speak volumes.”

(Owner, Engrave It Now Ltd.)

Let's Talk...



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