

tada

Digital Acquisition Specialists

We are dedicated to finding the right online chemistry to help you grow your business and increase your ROI. We want to help you acquire new customers, grow your brand and reach your business objectives through targeted, relevant and strategic digital marketing campaigns.

We offer over 20 years of combined experience in digital marketing across all areas including Digital Strategy, Google Ads, Facebook Advertising, Social Media, SEO, Email Marketing and Content Marketing.

What we can do for you

Whether you need to generate more business leads, expose your brand to new customers or increase your online sales, we'll find the perfect mix of digital elements to help you reach your business goals.

- Lead Generation
- Online Sales
- Brand Awareness

We specialise in

- Online Advertising (Google, Facebook, Instagram, LinkedIn)
- Account Audits (Google, Facebook)
- Digital Training
- SEO
- Content Marketing
- Email Marketing
- Social Media
- Web Design and Development

Tactics & Campaigns

Tactic	Platform	Campaign Types	Objective
Online Advertising	Google Ads Facebook Ads Instagram Ads LinkedIn Ads	Search, Display, YouTube & Gmail Reach, Remarketing, eCommerce	Brand Awareness Lead Generation Online Sales
SEO	Google	Content Technical	Brand Awareness SERP improvement
Content Marketing and Social Media	Facebook, Instagram, LinkedIn, Twitter Google Blogs YouTube	Sponsored Content Social Media Video Email	Brand Awareness SEO Thought Leadership
Email Marketing	Email	Newsletters Promotional Behavioural Engagement	Thought Leadership Sales Brand Awareness Lead Generation

Our process

Four simple steps

- Define business objectives
- Create a customised strategy
- Implementation of the strategy
- Monitoring, optimising and reporting.

Online Advertising Campaigns

Channel	Campaign Types	Objective
Google	Search Display YouTube Gmail Remarketing	Brand Awareness Lead Generation Online Sales
Facebook	Carousel Ads Single Image Ads eCommerce Catalogue Remarketing	Brand Awareness Lead Generation Online Sales
LinkedIn	Carousel Ads Single Image Ads Text Ads	Brand Awareness Lead Generation

Campaign set-up includes

- Account set up (if one does not exist)
- Tracking set up
- Campaign creation and implementation
 - Research
 - Ad Copy
 - Creative
- Building remarking and engagement audiences

Campaign management includes

- Daily campaign monitoring
- Weekly campaign optimisation
- Regular creative updates (based on performance)
- Setting up remarking campaign once enough data has been gathered
- AB testing different ads / audiences / bidding strategies
- Monthly reporting, insights and recommendations

Reporting & Optimisation

We pride ourselves on delivering not just a bunch of numbers, but **comprehensive reports with meaningful insights** and suggestions on how to improve your marketing efforts, to push more clients through the sales funnel and get the **ROI your business deserves.**

Tada Creatives are driven by the real results we help our clients achieve.

We treat every client the way we treat our own because your success is our success.

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