

ALL IN ONE PACKAGE

Ads Management     

 Google Ads

 TikT**o**k Ads

ABOUT

The Swipe Up Club



At The Swipe Up Club, we are a leading digital marketing agency that specializes in providing tailored, cutting-edge solutions for business owners & marketing departments. Our mission is to empower our clients with the tools and expertise necessary to thrive in the digital landscape. We understand that in a world driven by digital technologies, your online presence and marketing strategies are crucial to your success.

Paid Ads: Our team of skilled digital advertising experts know how to make your budget work for you. We design and execute targeted, cost-effective paid ad campaigns that drive high-quality traffic to your website and generate leads & bookings. Whether it's on Google Ads, Facebook, Instagram, or Tiktok, we ensure that your ads are seen by the right audience, leading to increased visibility and conversions.

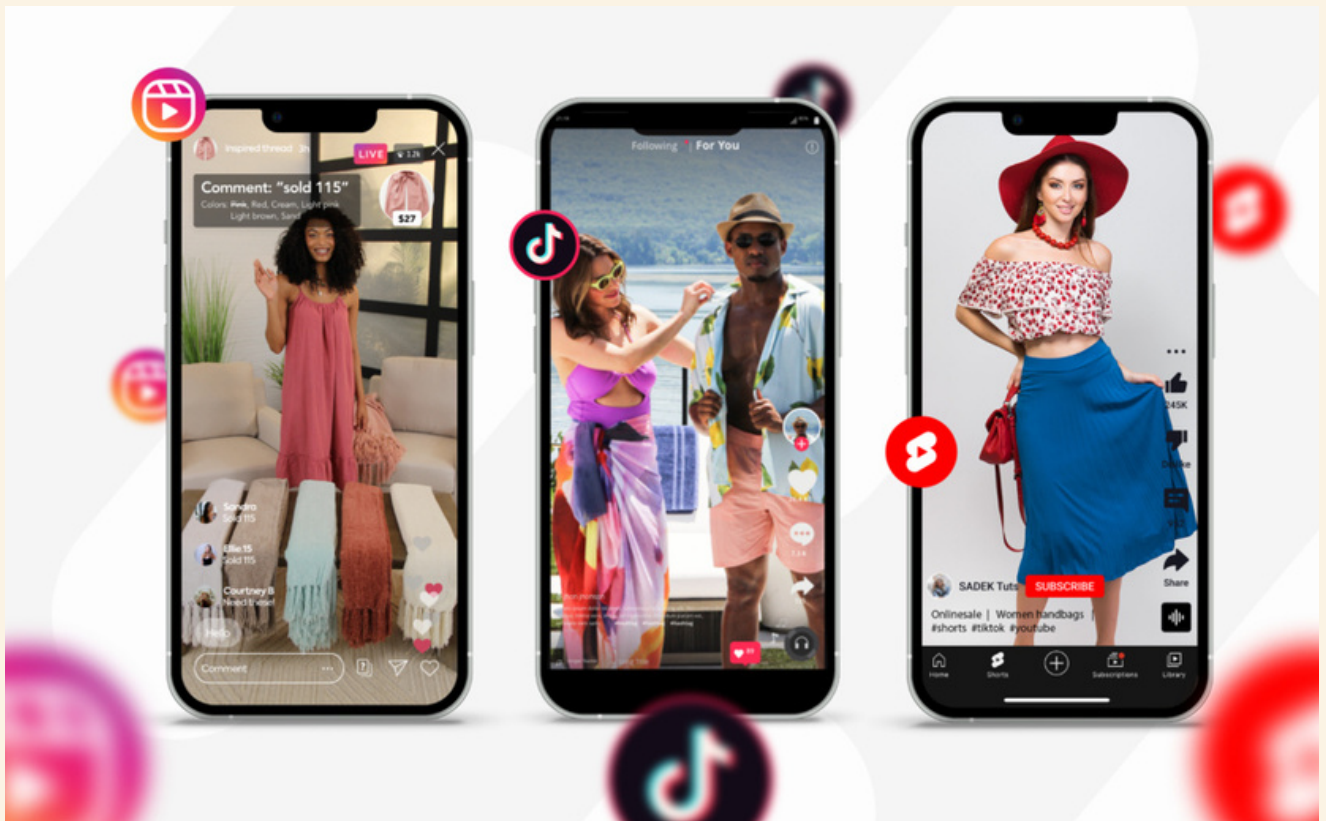
Content Creation: In the ever changing social media world, visual appeal is everything. Our creative team is dedicated to producing captivating and informative content that showcases your services and expertise. From engaging social media posts and blog articles to professional videos and infographics, we create content that resonates with your audience and builds trust in your brand.

WHAT'S INCLUDED

The All in one package is ideal for those business owners that don't want to worry or even think about their digital marketing campaigns. Your expertise is giving your customer the best possible service or product, our experience is finding and getting that customer. Your brand will receive an Advertising Technician that has over 5+ years experience and has managed and created adverts for a wide range of businesses. The Advertising Technician will create and delegate ad spend with proven ad strategy that works on Facebook, Instagram, Google and TikTok. The technician will create and manage your adverts daily to ensure your spending your hard earn money effectively to optimise for the best results and bookings possible.



META ADS MANAGEMENT



Facebook & Instagram



Lead ads help people who are interested in your services to sign up or book directly via your website. After clicking on your ad the client can either call, send a message, book via your website booking system or fill out an a form. We can set the ad up with all these four strategies making the task of booking as easy as possible for your potential client



Ads with a “send message” campaign send people who click on your ads directly into conversations with your business in Messenger, Instagram or WhatsApp. You can select multiple messaging app destinations (where your conversation will take place) such as Instagram DM. One benefit of this strategy is you can build rapport with your client & answer any questions or concerns they have before they book.



Call ads are designed to help generate leads by encouraging people to call you to learn more about your services & in turn make a booking. In call ads, you can include an image or video of your treatment with a call now button.



Give some real thought to where you want to send people when they click or tap your Facebook ad. For example, to build awareness or just generally promote your website, you'd send people to your home page. But if you're trying to get sales of a specific treatment, direct people straight to your booking page. Or if your website advertisement is for a promotion, send people to a web page where they can learn more about a specific service you offer

META AUDIENCE KEYWORDS (an example for a skincare brand)

Age

25 ▼	64 ▼
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Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender

Women

Detailed targeting

People who match:

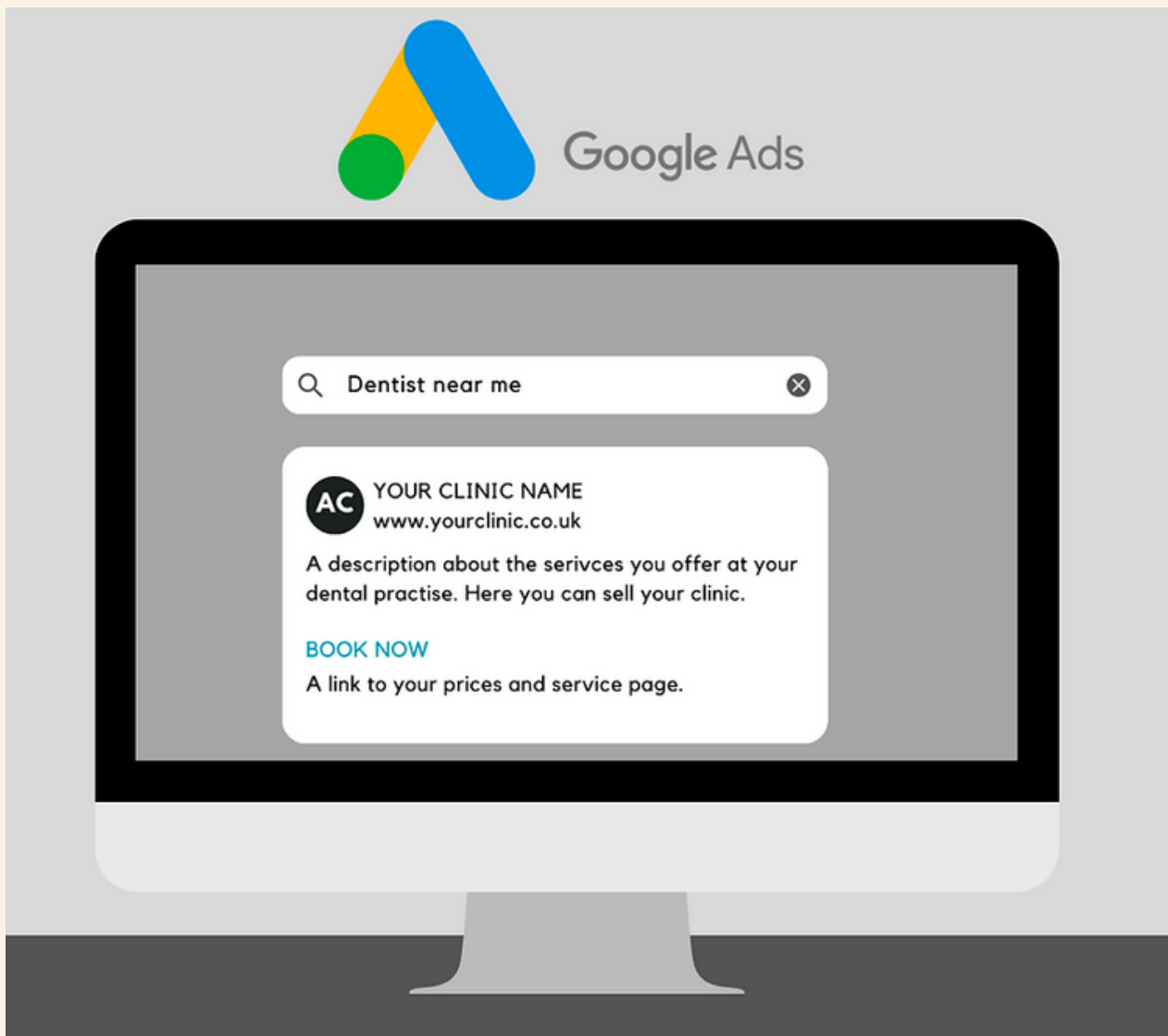
- Interests: Sephora, Beauty salons, Personal care, Clarins, Spas, Chanel, Shiseido, Lancôme, Facial, SkinCeuticals, Clinique, Anti-aging cream, Exfoliation (cosmetology), HydraFacial, Dermalogica, Bioderma, Skin care, Facial care or SK-II

Languages

- English (All)

SCREENSHOT FROM META
Focus on anti ageing & skin
as an example

SEO ADS MANAGEMENT



Google



When it comes to online searches, Google is the go-to platform for many potential clients. Our agency excels in crafting targeted Google Ads campaigns that drive relevant traffic to your brands website. For example if our client owns a clinic they would expect a customer to search 'laser hair removal near me' or a service you offer, it's important that the clinic appears on that search.










Display campaigns serve visually engaging ads on the Google Display Network. The Display Network helps you reach people as they browse millions of websites, apps and Google-owned properties (such as YouTube and Gmail).

GOOGLE SEARCH WORD EXAMPLES (for a laser hair removal clinic)







What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone, or in store	 Leads Get leads and other conversions by encouraging customers to take action	 Website traffic Get the right people to visit your website	 App promotion Get more installs, engagement and pre-registration for your app
 Awareness and consideration Reach a broad audience and build interest in your products or brand <small>Brand objectives have merged</small>	 Local store visits and promotions Drive visits to local stores, including restaurants and dealerships.	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.	

Cancel [Continue](#)

 Performance Max Generate leads by reaching the right people wherever they're browsing <ul style="list-style-type: none">Run ads on Google Search, YouTube, Display, and moreWork with Google AI to turn your text and images into high-performing ads that drive resultsPay when a customer engages with your ads, and control spend with your budget	 Search Generate leads on Google Search with text ads	 Display Reach potential customers across 3 million sites and apps with your creative
	 Shopping Promote your products on Google Search with your Google Merchant Center data	 Video Generate leads on YouTube with your video ads
 Demand Gen Drive demand and conversions on YouTube, Discover, and Gmail with image and video ads		

Select keywords to add

Select all

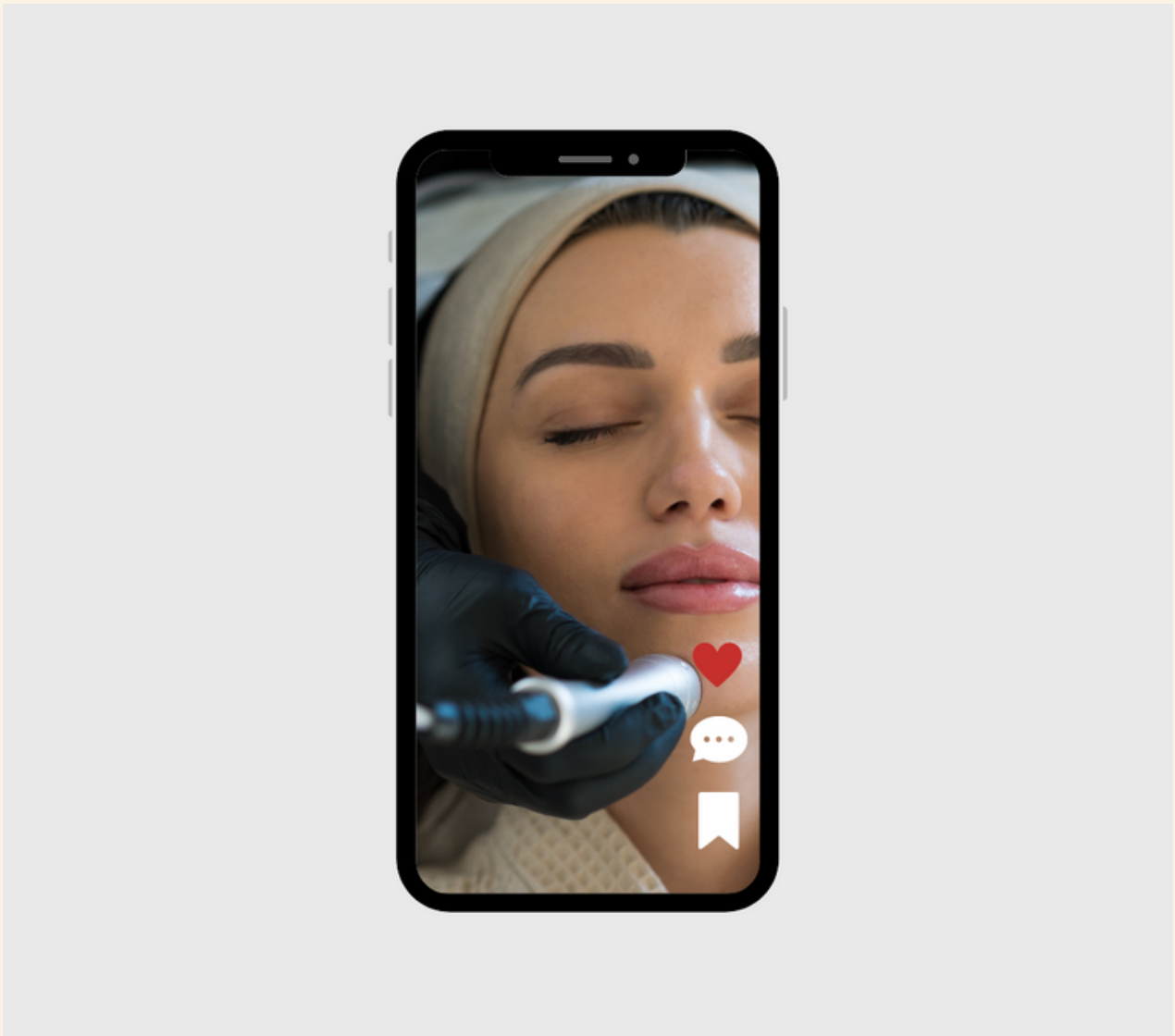
laser hair removal

permanent hair removal

hair removal

laser removal

TIKTOK ADS MANAGEMENT



TIKTOK



Our seasoned experts will manage the intricacies of TikTok advertising, from crafting compelling content to optimizing ad spend. From here we will use your engaging videos of the services or products you offer & get them in front of the right eyes, highlighting your skills and getting you more bookings/sales

TIKTOK AUDIENCE & KEY WORD EXAMPLES (for a skincare clinic based in Essex)

The screenshot displays the TikTok audience targeting interface. It is divided into several sections:

- Include:** A search bar for selecting audiences.
- Exclude:** A search bar for excluding audiences.
- Interests & Behaviors:** A section for defining users by selecting creator, video, and hashtag interactions and interests. It includes a "Selected" list with "Beauty & Personal Care" and "Similar interests and hashtags" such as "You know", "Cool", "Smooth", "Glowing", and "Pay at home". A search bar contains "hair removal", and a list of suggestions includes "Shaving & Body Hair Removal" under "Interests" and "Purchase intention".
- Available audience:** A progress bar and text indicating a "Narrow" audience of 48,000-59,000. A note states: "Does not include potential users reached through smart interests & behaviors or smart audience." A yellow warning box says: "Your audience is narrow. Broad targeting settings may improve performance."
- Targeting summary:** A summary of targeting settings including Location (Essex), Gender (Female), Age (35-44, 55+), and Interests & Behaviors (Interest Beauty & Personal Care). A "View all" link is present.

SCREENSHOT FROM TIKTOK
Focus on hair removal as an example

FEE - £350 PER MONTH

Step by Step Guide

Step 1: Set Up Ad Accounts



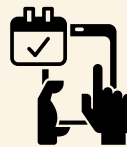
We will create your business ad accounts to ensure adverts run properly. We will also create and code Meta pixels and Google analytics to ensure leads are tracked and retargeting can take place by saving your data.

Step 2: Create Ads



Our experts create your ads & manage the ad strategy daily to ensure the ads and targeting are working effectively

Step 3: Leads & Booking



Whether through your website or calls, you will receive leads. Customers who book will also receive an automated confirmation email. You will also have access to an excel spreadsheet with all the leads information

Step 4: Communication



We will keep you updated with how your ads are performing with weekly short video reviews of your ad account.

Step 5: Monthly Video Call



Our team will speak to you over Zoom each month to discuss the monthly performance and what steps will be taken next.



Don't miss this opportunity to refine your digital marketing prowess and discover the keys to sustainable success in an ever-evolving industry. Elevate your marketing strategy with The Swipe Up Club

www.swipeupclub.com