



Focus PPC

A G E N C Y D E C K

WHO WE ARE

We are a data-led agency obsessed with our clients' profitability. Through strategy, design and technology, we craft digital experiences that make brands stand out and improve their bottom line.

We respect the client's budget so we are fully above board in our spend. We are poised to lead the accountable digital advertising renaissance in Africa.



WHAT WE BELIEVE



- ✓ Everything should be measured.
- ✓ Every strategy must improve our client's business.
- ✓ Transparency and accountability are the building blocks of successful marketing.
- ✓ ROI is everything.

OUR DIGITAL MARKETING SOLUTIONS



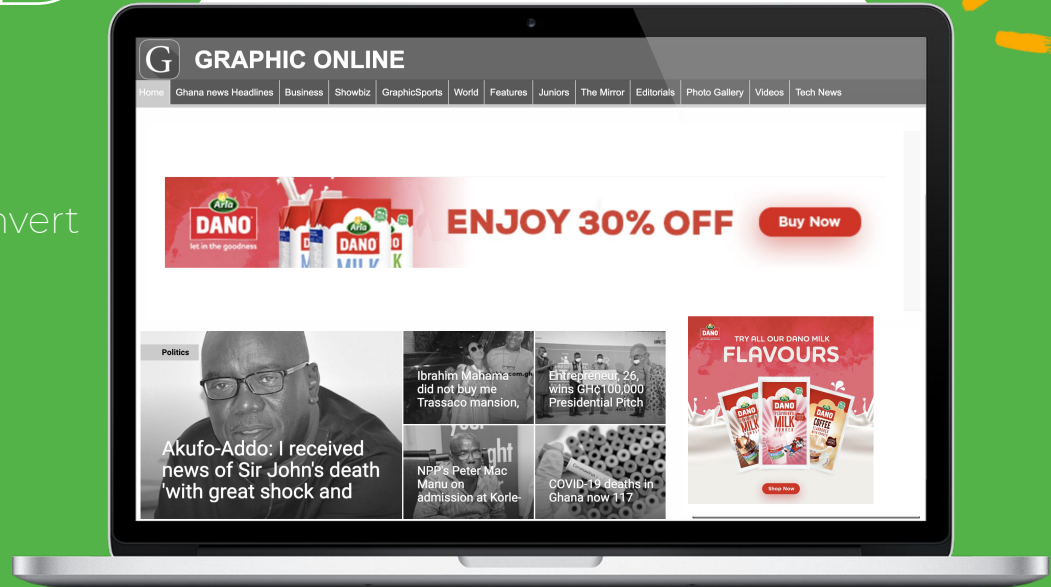
- ➔ Media Ad Buying
- ➔ Analytics
- ➔ Social Media
- ➔ Email Marketing
- ➔ Web & App Design
- ➔ Graphic Design
- ➔ Content Development
- ➔ Marketing Automation



MEDIA AD BUYING

We bring targeted traffic that convert
into customers through:

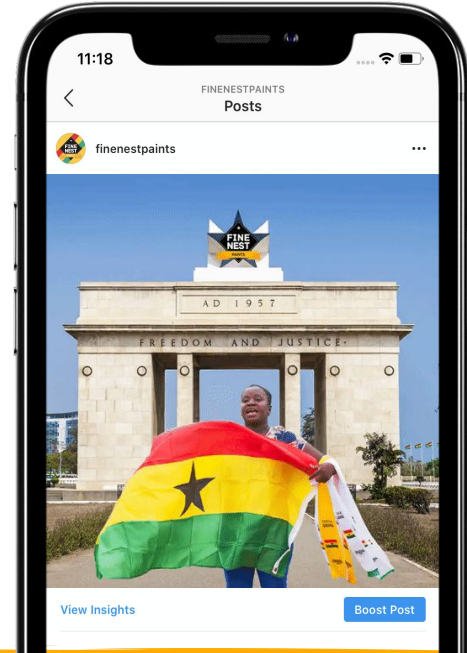
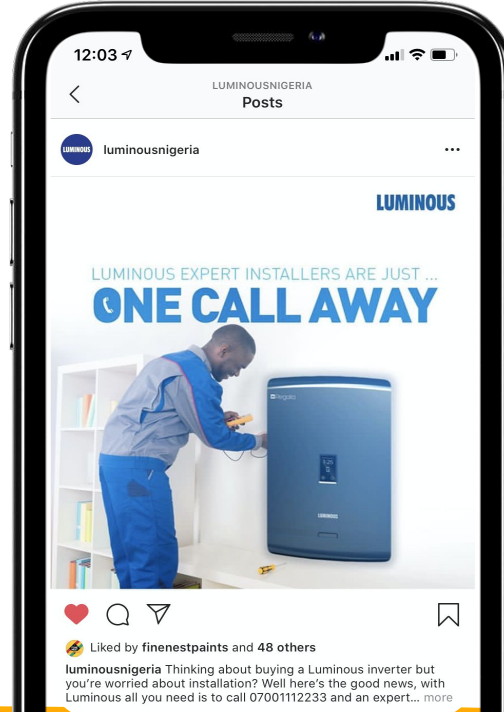
- Search Ads
- Display Ads
- Remarketing Ads
- Shopping Ads
- Video Ads
- App Install Ads



SOCIAL MEDIA

Tap into the power of social media marketing:

- ✔ Social media profile setup & Management
- ✔ Social media strategy building
- ✔ Brand monitoring
- ✔ Social media community management
- ✔ Social media reporting & analytics



ANALYTICS

We always prove our results with data analytics.

- 📊 Google Analytics setup
- 📊 Analytics Audit & Strategy
- 📊 Conversion Rate
- 📊 Optimisation
- 📊 A/B Testing
- 📊 Lead Generation and analysis



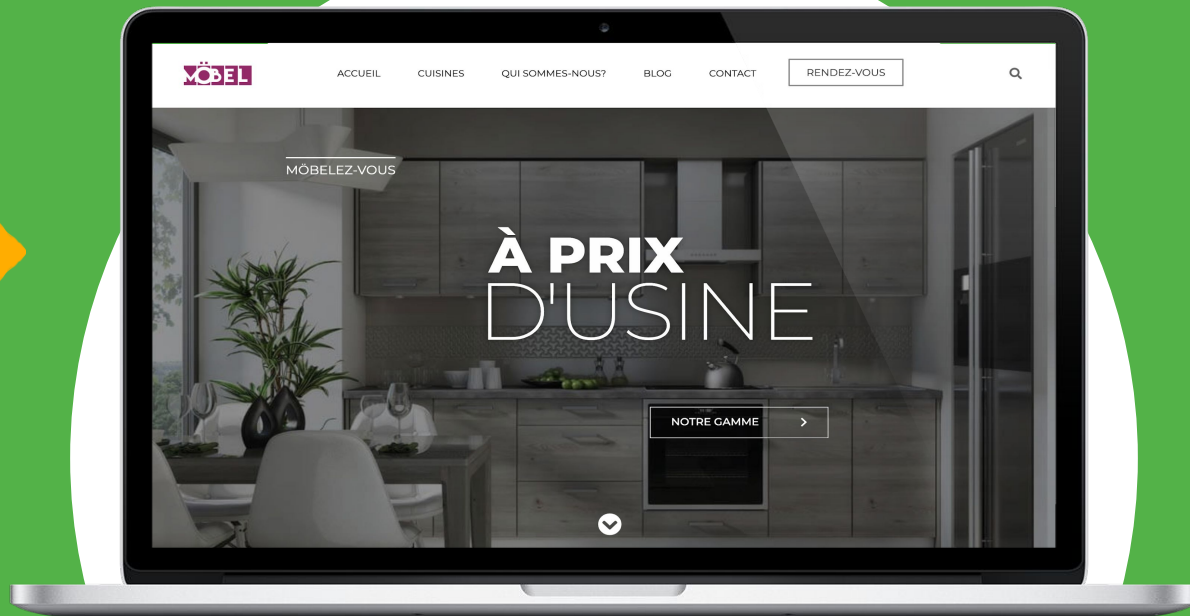
WEB & APP DEVELOPMENT

We build websites and applications that build your business:

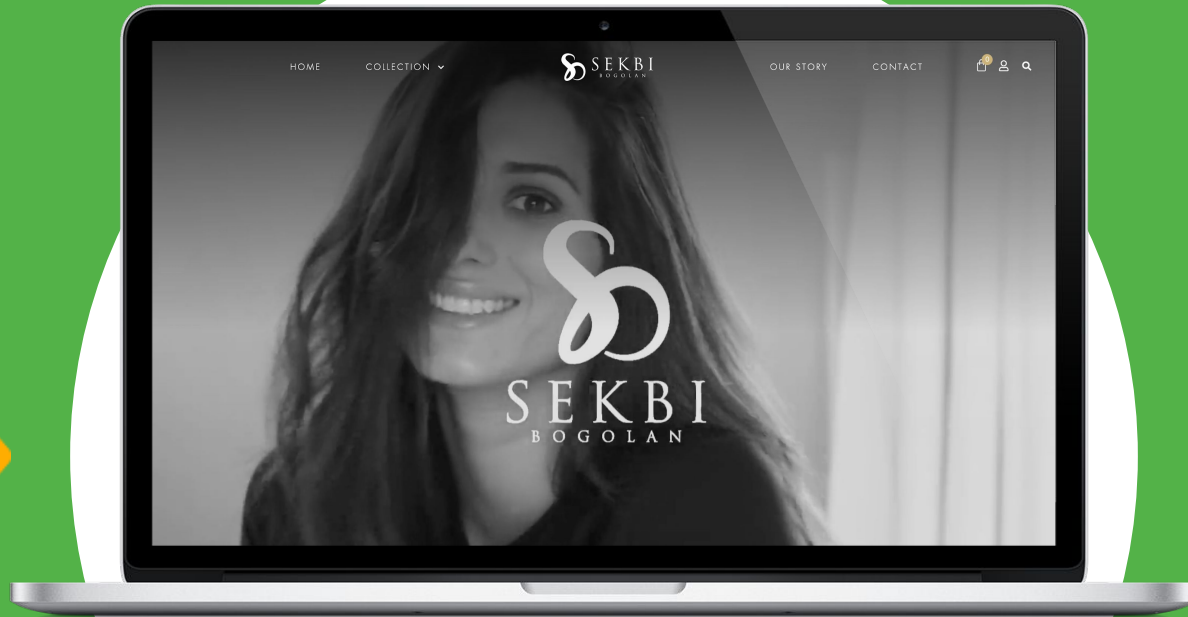
- ✔ E - Commerce Website
- ✔ Portal Development
- ✔ Web Hosting
- ✔ Wordpress
- ✔ App store optimization



MOBEL FRANCE



SEKBI



DANO GHANA



OUR PROJECT IMPLEMENTATION PROCESS

We build long-lasting relationships through a streamlined relationship management model





SALES FOCUSED PAID ADS



A LUMINOUS CASE STUDY





PROBLEM

Most people in Nigeria use generators due to the power inconsistencies. So our task was to get people to switch from generators to Luminous inverters by leveraging on the advantages of inverters over generators.



BIG IDEA

Nothing Can Stop Us!

This was a campaign that relied on the premise that with an inverter none of your work processes or domestic life will be interrupted with power cuts, fuel shortage or the fact that you had to stop whatever you were doing to put on a generator.

This campaign sort to build awareness among our target audience on the endless benefits available to them once they switched to Luminous.

What We Did ?

LUMINOUS
INVERTERS | BATTERIES | SOLAR



Google Ads



Social Media Campaigns Blogs



Email Marketing Automations

Results

We Generated this leads through our creative Ads

4327 Leads

Out of those leads we had

1045 sales!

Which resulted in a revenue of

\$814,882

OUR CREATIVE PORTFOLIO





OUR CLIENTS



LUMINOUS



WHY US?

Proven record of customer satisfaction, with over
95% success rate



100% transparency and
ownership of data.



We measure and track everything



Streamlined / Quality-Driven Process



We are dedicated to our clients'
success and believe in results.





THANK YOU

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