

Marketing Services & Performance Strategy Portfolio

Data-Driven • Performance-Focused • Result-Oriented

We deliver **end-to-end digital marketing solutions** that help brands grow visibility, generate quality leads, and maximize ROI. Our approach combines strategic expertise with hands-on execution to drive measurable business growth.

Target Audience: Startups, SMEs, and Enterprises

Core Focus: Performance, ROI, and Long-term Growth

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Core Marketing Services

1. SEO & Content Marketing

Focus: Organic Growth • Keyword Ranking • Content Optimization

Services Include:

- On-page & Technical SEO
- Content Strategy & Creation
- Link Building & Outreach
- Local SEO Optimization
- SEO Audits & Reporting

Best For: Long-term organic traffic and brand authority

2. Social Media Marketing

Focus: Engagement • Brand Awareness • Lead Generation

Platforms:

- Facebook & Instagram

- LinkedIn (B2B)
- Twitter (X)
- TikTok
- Pinterest

Services Include:

- Social media strategy
- Content creation & scheduling
- Community management
- Paid social campaigns
- Influencer collaborations

Best For: Building brand presence and community engagement

3. Performance Marketing

Focus: Attribution • Real-Time Optimization • Maximum ROI

Campaign Models:

- CPC (Cost Per Click)
- CPA (Cost Per Action)
- CPS (Cost Per Sale)
- ROAS-focused optimization

Services Include:

- Multi-channel campaign management
- Attribution tracking & modeling
- Real-time performance optimization
- A/B testing & experimentation
- Conversion rate optimization

Best For: Businesses focused on measurable outcomes and ROI

4. Google Ads & PPC

Focus: High CTR • Quality Score • Conversion Optimization

Campaign Types:

- Search Ads (High-intent keywords)
- Display Ads (Visual reach)
- Shopping Ads (E-commerce)
- YouTube Ads (Video marketing)
- Performance Max Campaigns

Best For: Immediate visibility and qualified traffic

5. Affiliate Marketing

Focus: Performance-Based • Scalable • High ROI

Services Include:

- Affiliate network setup
- Partner recruitment & onboarding
- Commission structure design
- Performance tracking & optimization
- Fraud prevention & monitoring

Models:

- CPS (Cost Per Sale)
- CPA (Cost Per Action)
- CPC (Cost Per Click)

Best For: Scalable revenue growth through partnerships

6. Email Marketing

Focus: High Open Rates • Segmentation • Personalization

Services Include:

- Newsletter campaigns
- Drip & automation workflows
- Transactional emails
- List segmentation & targeting
- A/B testing & analytics

Best For: Customer retention and repeat business

7. Influencer Marketing

Focus: Brand Awareness • Engagement • Authentic Reach

Platforms:

- Instagram
- YouTube
- TikTok
- LinkedIn

Services Include:

- Influencer identification & vetting
- Campaign strategy & execution
- Content collaboration

- Performance tracking
- ROI measurement

Best For: Building trust and reaching niche audiences

8. Mobile Marketing (MMP)

Focus: Attribution Tracking • Mobile ROI • Performance Optimization

Services Include:

- App attribution & analytics
- Mobile app install campaigns
- ASO (App Store Optimization)
- In-app engagement campaigns
- Mobile user acquisition

Platforms:

- Google Ads (UAC)
- Meta Ads
- Apple Search Ads
- TikTok Ads

Best For: Mobile apps and mobile-first businesses

9. Branding & Design

Focus: Visual Identity • Brand Consistency • Creative Design

Services Include:

- Logo design & brand identity
- Brand guidelines & style guides
- Packaging design
- Marketing collateral
- Brand strategy & positioning

Best For: Building strong brand recognition

10. Content Marketing

Focus: Authority • Brand Credibility • Organic Reach

Services Include:

- Blog content creation
- Video content production
- Infographics & visual content

- Whitepapers & case studies
- Content distribution strategy

Best For: Establishing thought leadership

Paid Advertising Platforms

We manage and optimize campaigns across **all major ad platforms**:

Platform	Ad Types	Best For	Key Features
Google Ads	Search, Display, YouTube, Shopping	High-intent users	Keyword targeting, remarketing
Meta Ads	Facebook & Instagram	B2C, D2C, E-Commerce	Detailed targeting, lookalike audiences
TikTok Ads	In-feed & video ads	Viral & Gen Z reach	Creative-first, trending content
LinkedIn Ads	Sponsored posts, Lead Ads	B2B & Enterprise	Professional targeting, lead gen forms
Twitter (X) Ads	Promoted tweets	Brand awareness	Real-time engagement
YouTube Ads	Video campaigns	Storytelling	Video reach, brand building
Snapchat Ads	Story & video ads	Young audience	AR lenses, filters
Pinterest Ads	Visual discovery ads	Lifestyle brands	Shopping intent, visual search
App Store Ads	App install ads	Mobile apps	Direct app installs

Performance Campaign Models

We specialize in **outcome-based marketing**, where success is measured by **real business results**.

CPS – Cost Per Sale

Definition: Pay only when a sale happens

Best For: E-Commerce, D2C brands

How We Execute:

- Conversion funnel optimization
- Checkout process improvement
- ROAS tracking & optimization
- Sales attribution modeling

Success Metrics: Revenue, ROAS, Average Order Value

 CPA – Cost Per Action**Definition:** Pay for a defined action (signup, demo, form submission)**Best For:** SaaS, service businesses, lead generation**How We Execute:**

- Action-based targeting
- Event tracking setup
- Landing page optimization
- Conversion path analysis

Success Metrics: Cost per conversion, conversion rate, lead quality

 CPL – Cost Per Lead**Definition:** Pay for verified leads**Best For:** Real estate, education, B2B services**How We Execute:**

- Lead form optimization
- Landing page design
- Lead quality filtering
- CRM integration

Success Metrics: Lead volume, lead quality score, cost per qualified lead

 CPV – Cost Per View**Definition:** Pay when a video is viewed**Best For:** Brand awareness, product launches**How We Execute:**

- High-engagement video creatives
- View-quality optimization
- Audience targeting refinement
- Video completion rate tracking

Success Metrics: View rate, completion rate, engagement rate

 CPI – Cost Per Install**Definition:** Pay for each mobile app install**Best For:** Mobile apps, gaming, utilities

How We Execute:

- App creative optimization
- ASO support
- Install-to-event tracking
- User acquisition campaigns

Success Metrics: Install volume, install cost, retention rate

📱 Specialized Marketing Solutions

Mobile Marketing

Mobile-first campaigns designed for smartphone behavior:

Campaign Type	Purpose	Platforms
App Install Campaigns	Drive Android & iOS installs	Google, Meta, TikTok
App Engagement Campaigns	Increase in-app actions	Google UAC, Meta
Mobile Video Ads	Short-form video reach	TikTok, Instagram, YouTube
Click-to-Call Ads	Direct customer calls	Google, Meta
Location-Based Ads	Hyperlocal targeting	Google, Meta

Email Marketing

High-conversion email marketing & automation:

Service Area	What We Do
Campaigns	Promotional & announcement emails
Automation	Drip campaigns & behavioral workflows
Segmentation	Audience-based targeting
Optimization	Open rate & CTR improvement
Analytics	Performance tracking & reporting

Tools: Mailchimp, SendGrid, HubSpot, ActiveCampaign

SMS Marketing

Direct, fast, high open-rate communication:

Feature	Usage
Promotional SMS	Offers & announcements

Feature	Usage
Transactional SMS	OTPs, alerts, confirmations
Automation	Event-based messaging
Personalization	User-level targeting

Best For: Instant reach & engagement (98% open rate)

DSP Marketing (Demand-Side Platform)

Advanced programmatic advertising for large-scale campaigns:

What is DSP?

A DSP allows advertisers to buy ad inventory programmatically across multiple networks using real-time bidding (RTB).

Our DSP Capabilities:

Capability	Benefit
Audience Targeting	Behavior, interest & demographics
Multi-Channel Reach	Web, mobile, video, apps
Real-Time Bidding	Cost-efficient impressions
Retargeting	High conversion probability
Brand Safety	Controlled placements

Best For: Enterprise brands, large-scale awareness, performance + branding mix

⌚ Marketing Strategy & Process

Our 4-Step Process

Step 1: Strategy & Planning

- Business & goal understanding
- Market research & analysis
- Audience definition & segmentation
- Competitive analysis
- KPI setting & benchmarking

Step 2: Campaign Setup

- Platform & campaign model selection
- Creative & copy strategy
- Landing page design

- Tracking & analytics setup
- Campaign launch

Step 3: Optimization

- A/B testing (creatives, copy, audiences)
- Bid management & budget allocation
- Audience refinement
- Performance tuning
- Conversion rate optimization

Step 4: Analytics & Reporting

- ROI tracking & measurement
- Performance insights & analysis
- Data-driven recommendations
- Transparent reporting
- Scaling high-performing campaigns

Optimization Strategy

Area	Focus
Creatives	A/B testing, visual optimization
Audience	Targeting refinement, lookalike audiences
Budget	Shift to high-ROI campaigns
Funnel	Reduce drop-offs, improve UX
Conversions	Improve CPA / CPL / CPS

Solutions by Business Type

1. Startups & New Brands

Goal: Validate demand and establish market presence

Recommended Services:

- SEO & content marketing
- Organic social media growth
- Performance marketing (CPA/CPS)
- Budget-optimized paid ads

Budget Range: Cost-effective, scalable strategies

2. E-Commerce Businesses

Goal: Boost conversions and revenue

Recommended Services:

- Google Shopping & product ads
- E-commerce SEO
- Influencer & social commerce
- Retargeting & email marketing

Focus: Sales-driven campaigns with high ROAS

3. Mobile Apps

Goal: User acquisition and retention

Recommended Services:

- ASO (App Store Optimization)
- App install campaigns
- In-app engagement & retention
- Mobile-focused social campaigns

Platforms: Google UAC, Meta, TikTok, Apple Search Ads

4. Enterprise Brands

Goal: Large-scale, multi-channel execution

Recommended Services:

- Advanced analytics & attribution
- Brand reputation management
- Multi-channel paid campaigns
- Dedicated marketing team support

Focus: Scalable growth with dedicated support

5. Affiliate Marketing Programs

Goal: Scalable revenue through partnerships

Recommended Services:

- Affiliate network setup
- CPS / CPA optimization
- Affiliate recruitment & training
- Real-time tracking & reporting

Focus: Performance-based, scalable revenue

🛠 Tools & Platforms

Advertising & Channels

- Google Ads
- Meta Ads (Facebook & Instagram)
- LinkedIn Ads
- TikTok Ads
- Twitter (X) Ads
- Affiliate Networks (CJ, ShareASale, Impact)

Analytics & Reporting

- Google Analytics 4
- Google Tag Manager
- Google Search Console
- Custom dashboards & reports
- Attribution modeling tools

Marketing Automation

- CRM integrations (HubSpot, Salesforce)
- Email platforms (Mailchimp, SendGrid)
- Affiliate APIs & tracking
- Marketing automation workflows
- AI-powered optimization tools

SEO & Content Tools

- SEMrush / Ahrefs
- Google Search Console
- Screaming Frog
- Content management systems

Design & Creative

- Adobe Creative Suite
- Canva
- Figma
- Video editing tools

⭐ Why Choose ClickPick Media?

Our Competitive Advantages

- ✓ **Data-Driven Strategies** – Every decision backed by analytics
- ✓ **Proven Performance Results** – Track record of successful campaigns
- ✓ **ROI-First Approach** – Focus on business outcomes, not vanity metrics
- ✓ **Transparent Communication** – Regular updates and clear reporting

- Multi-Channel Expertise** – Comprehensive platform knowledge
 - Dedicated Account Management** – Personalized support
 - Real-Time Optimization** – Continuous campaign improvement
 - Scalable Growth Solutions** – Strategies that grow with your business
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Special Offer

50 Days Free Optimization & Support

Included:

- Campaign monitoring & analysis
- Minor optimizations & adjustments
- Strategy improvements & recommendations
- Technical assistance & troubleshooting
- Performance reporting

Value: Ensure your campaigns perform at their best

Get Started

 We don't run ads for clicks.

We build performance-driven growth systems for brands.

Ready to grow your business?

 **Email:** business@clickpickmedia.com

 **Website:** www.clickpickmedia.com

 **Social:** Follow us on LinkedIn, Instagram, Facebook

Success Metrics We Track

Metric Category	Key Metrics
Traffic	Sessions, Users, Page Views, Bounce Rate
Engagement	Time on Site, Pages per Session, Social Engagement
Conversions	Conversion Rate, Cost per Conversion, Revenue
ROI	ROAS, CAC, LTV, Profit Margin
Brand	Brand Awareness, Sentiment, Share of Voice

Our Marketing Philosophy

1. Strategy First

We start with understanding your business goals, not jumping into tactics.

2. Data-Driven Decisions

Every recommendation is backed by data and analytics.

3. Continuous Optimization

Marketing is never "set and forget" – we constantly improve.

4. Transparent Reporting

You'll always know where your budget goes and what results you're getting.

5. Long-Term Partnership

We're invested in your success, not just running campaigns.

Case Study Examples

E-Commerce Brand

- **Challenge:** Low ROAS on paid ads
- **Solution:** Conversion funnel optimization + retargeting
- **Result:** 3.5x ROAS improvement in 60 days

SaaS Startup

- **Challenge:** High cost per lead
- **Solution:** Landing page redesign + audience targeting
- **Result:** 45% reduction in CPL

Mobile App

- **Challenge:** Low install volume
 - **Solution:** ASO + multi-platform install campaigns
 - **Result:** 10,000+ installs in first month
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Next Steps

1. Schedule a Consultation

Let's discuss your business goals and marketing challenges.

2. Receive a Custom Strategy

We'll create a tailored marketing plan for your business.

3. Launch & Optimize

We'll execute the strategy and continuously optimize for results.

4. Scale & Grow

As we see success, we'll scale what works and expand to new channels.

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