

SEM/PPC Services

We help you meet all your
paid marketing goals



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About Mavlers

Mavlers is a full-service digital marketing agency. We help businesses scale their digital marketing efforts by building flexible teams and delivering impeccable projects.

Our services span across web development, paid advertising, marketing automation, SMM, SEO, email marketing, design, frontend development.

We are Search Engine Marketing experts.

Our team crafts precise-targeted campaigns that deliver instant visibility, skyrocketing your website traffic and pulling off your conversion goals. With meticulous keyword research and real-time optimization, we ensure your ad spend generates maximum ROI.

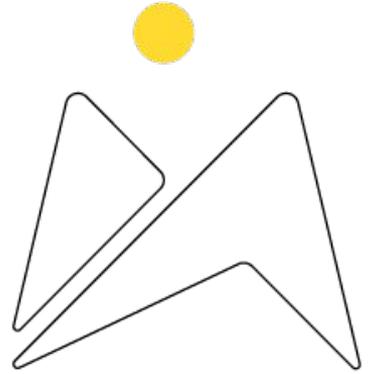


Our SEM/PPC expertise

At Mavlers, we specialize in crafting high-impact Pay-Per-Click campaigns that deliver results. Our team meticulously selects keywords, optimizes ad copy, and manages bids to ensure your brand reaches the right audience at the right time.

Delve into our extensive suite of PPC solutions:

- ◆ **Native advertising**
- ◆ **SEM audit services**
- ◆ **Video ads**
- ◆ **Social media advertising**
- ◆ **Search ads**
- ◆ **Display ads**
- ◆ **Shopping ads**
- ◆ **Remarketing/Retargeting**





Our range of SEM/PPC Services

1. Native advertising

Our ads match the look and feel of the surrounding content, enhancing user experience and driving higher click-through rates. By providing valuable and contextually relevant information, our native PPC ads effectively connect with target audiences.

2. SEM audit services

Our in-depth analysis uncovers hidden opportunities and weaknesses in your search engine marketing strategy, allowing you to make data-driven decisions for higher ROI. With Mavlers, your SEM campaigns are primed for peak performance.

3. Search ads

Our skilled team customizes Search Ads, guaranteeing prime placement on Google's search results, enabling you to connect with potential customers precisely when they're searching for your offerings, thus channeling valuable traffic to your website.

4. Display ads

Our team crafts customized display ads ensuring your brand shines across a vast network of websites, reaching potential customers through eye-catching visuals, text, and video.



5. Video ads

With video ads, you can convey your message in a compelling way. Whether on social media or streaming platforms, Video Ads create an immersive brand experience, fostering connections and driving action.

6. Shopping ads

Our PPC specialists assist you in showcasing your products with rich visuals, prices, and descriptions directly in search results. With shopping ads, your online store gains a competitive edge, attracting potential buyers..

7. Social media advertising

Our social media advertising services amplify your brand's presence across popular platforms like Facebook, Instagram, and LinkedIn. With targeted campaigns, engaging content, and precise analytics, we ensure your message reaches the right audience at the right time.

8. Remarketing/Retargeting

Re-engage users who have previously visited your website or interacted with your content. Through strategic ad placements, tailored messaging, and data-driven precision, we nurture potential customers along their purchase journey, increasing likelihood of conversion.

The background features a collage of images showing students in a classroom setting, overlaid with a large yellow diagonal shape. The text "Why Mavlers?" is centered in the yellow area.

Why Mavlers?



Why Mavlers is your perfect execution support partner

800+

inhouse mavericks

100+

teams built

90k+

projects delivered

Flexibility

to hire full/ part-time

120+ Professional PPC experts

43M+ Media spend managed

50+ Dedicated resources
deployed

7k+ Global clients

Market challenges and our standout solutions

	Challenges	How we deal with it
	Lack of transparency	Be it the regular reports we provide or our process, we provide 100% transparency.
	Rapid technological advancements	With a strong grip over technological advancements, our experts leverage the latest tools and methodologies.
	Inconsistent communication	We assign resources who operate in your time-zone. Our team strives to align with your processes.
	Overselling and under delivering	We are always transparent while sharing the scope of our deliverables, and deliver what we promise.

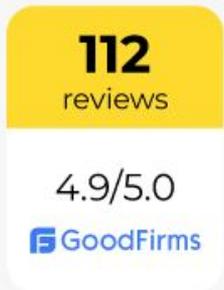
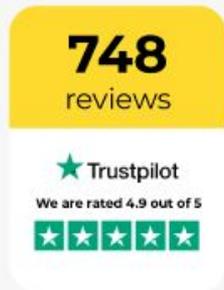
Why Mavlers is ahead of the curve

1. **Focused expertise**
2. **Agile processes**
3. **Innovative strategies & technologies**
4. **Results-driven approach**
5. **Customized & personalized solutions**
6. **Strong online presence & reputation**
7. **Client-centric approach**

At Mavlers, we take a consultative and holistic approach to digital marketing; this helps us to not only meet each client's unique needs but go beyond



Our endorsements



How you can associate with us

Our Engagement Models

1

Project based

Have a one-time project requirement? Avail of our highly curated services and get every single one of your objectives fulfilled on time, every time.

2

Recurring projects

Have recurring requirements with your ongoing projects? Our team goes the extra mile to deliver excellence month-on-month.

3

Managed resource/ team

Want an external resource to cater to your specific project requirements? Hire experts from our dedicated resource pool and have them operate as extended units of your internal team.

How to get started?

The 5 step simple process

Step 01

Competitor research and strategy building

Step 02

Keyword theming & campaign structure, setup

Step 03

Budget & Bid Optimization

Step 04

Analysis & Monitoring

Step 05

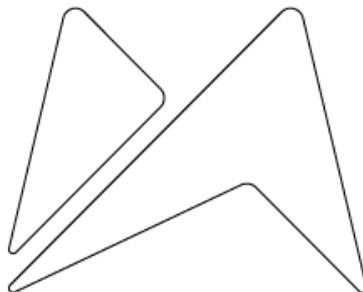
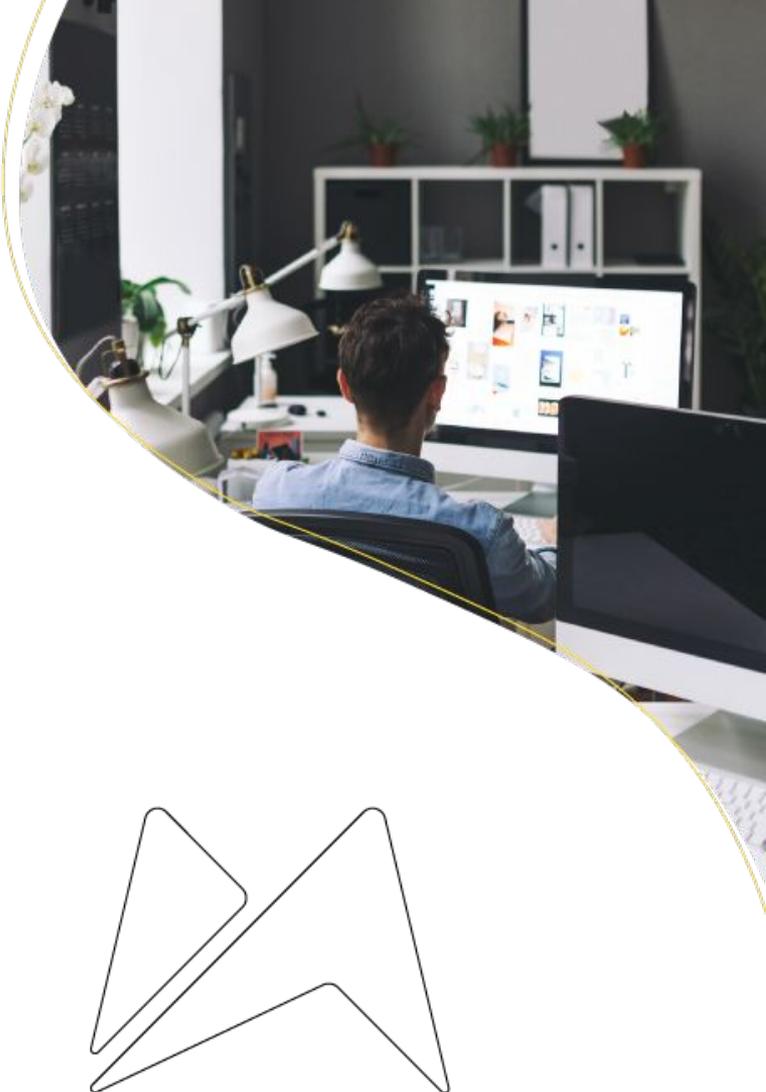
Optimization & Scaling

SEM/PPC pricing

Starting from **\$25 / hour**

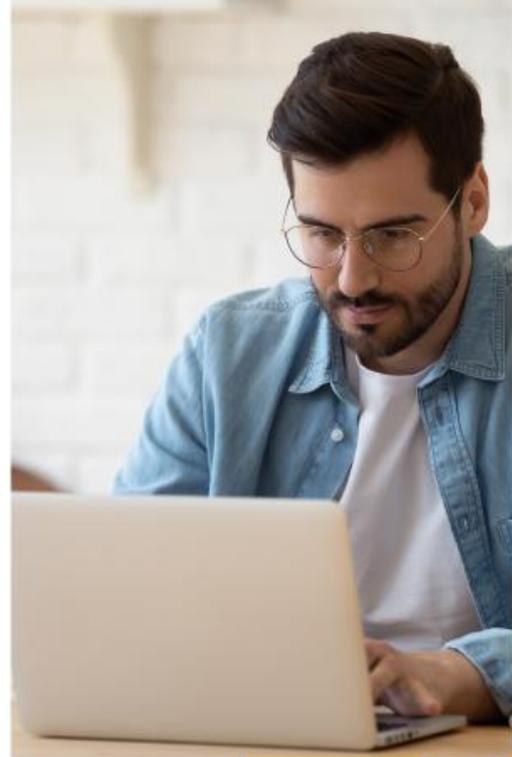
Management pricing

Monthly Media Spend	Price per Account
Up to \$3,000	US \$400
\$3,001 - \$5,000	US \$600
\$5,001 - \$10,000	US \$700 or 12% (whichever is higher)
\$10,001 and more	US \$1,200 or 10% (whichever is higher)



What 'management' includes

- Market research & analysis including competition and audience analysis
- Comprehensive keyword research & recommendations
- Ad copy creation
- Ongoing optimization
- Ad copy testing
- Landing page suggestions
- Optimum utilization of machine learning, scripts, and automation features
- Comprehensive reporting



Campaign setup pricing

Monthly Media Spend

Price per Account

Up to \$5,000

US \$600

\$5,001 - \$10,000

US \$700

\$10,001 and more

US \$840

**The above mentioned price is per account per performance marketing channel*

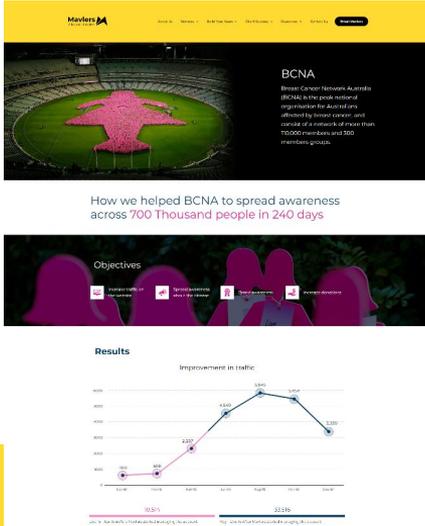


What 'setup' includes

- Business understanding & competitor analysis
- Target audience identification
- Targeting research
- Ad copy creation (offline) & Setup on the dashboard after approval
- Account setup
- Campaign creation (offline) & setup upon the dashboard after approval
- Tracking and goal setup for respective platforms & Google Analytics
- If it is an existing account then accounts hygiene check-up with an account audit process
- Making sure the relevant accounts are linked and we have the edit access for those accounts
- Importing goals and audiences from Google analytics



Case studies



BCNA
Breast Cancer Network Australia (BCNA) is the professional organization for Australian women affected by breast cancer and consists of a network of more than 70,000 members and 500 membership groups.

How we helped BCNA to spread awareness across 700 Thousand people in 240 days

Objectives

1. Increase website traffic
2. Increase email subscribers
3. Increase social media engagement

Results

Improvement in traffic

Month	Traffic
01/20	1000
02/20	2000
03/20	4000
04/20	6000
05/20	8000
06/20	10000
07/20	12000
08/20	10000
09/20	8000

100% increase in traffic

How we helped BCNA to spread awareness across 700 Thousand people in 240 days

[Visit](#)



A Journey of Growing Leads for Doctors' Health Fund With Team Mavlers

About Doctors' Health Fund

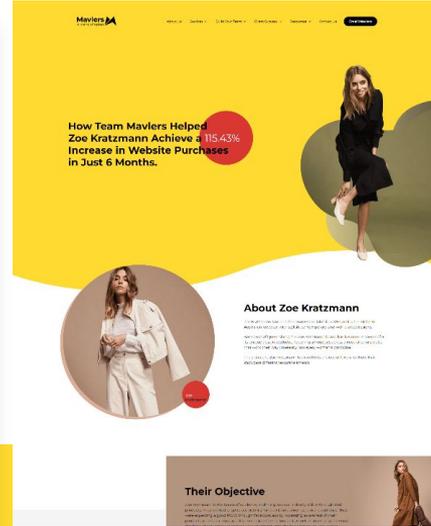
Doctors' Health Fund is a not-for-profit organization that provides financial support to doctors and their families in the event of illness or death. The organization has a long history of providing support to doctors and their families, and is now looking to expand its reach and impact.

Objective

Our experienced team worked with the client to identify their key objectives and develop a strategy to achieve them. The team focused on increasing website traffic, generating leads, and improving the user experience. The results speak for themselves.

A Journey of Growing Leads for Doctors' Health Fund With Team Mavlers

[Visit](#)



How Team Mavlers Helped Zoe Kratzmann Achieve a 115.43% Increase in Website Purchases in Just 6 Months.

About Zoe Kratzmann

Zoe Kratzmann is a fashion brand that specializes in high-quality, timeless pieces. The brand has a strong reputation for its craftsmanship and attention to detail. The team at Mavlers worked closely with Zoe to develop a strategy to increase website purchases and drive growth.

Their Objective

The team focused on increasing website traffic, improving the user experience, and driving conversions. The results speak for themselves.

How Team Mavlers Helped Zoe Kratzmann Achieve a 115.43% Increase in Website Purchases in Just 6 Months

[Visit](#)

Our happy clients



- Your Go-to Team
- Highly Responsive



Josh Cobos
Digital Marketing Specialist, RP-1 Results



- Quick Response Time
- Highly Active in the Eleventh Hour



Jamie Taylor
Sales, Strategy & Marketing Assistant



- Eager to Help
- Invaluable
- Supportive



Matthew Allred
Marketing Manager, Acima Credit



- Customer First Approach
- Professional & Highly Responsive



Kris Darmody
CEO & Head of Production

Our happy clients

“



Great service. Incredibly fast turnaround and flawless work. Somehow you even anticipated things that I didn't think of myself. I wish I'd discovered Mavlers years ago.



VIJAY SUDAN

“



Excellent service, quality code, lightening fast turnaround and at an unbeatable price. National Geographic loves the Mavlers!



SUSIE MURPHY

“



From the moment of our first interaction, Mavlers have been courteous, diligent, and effective. I'm very impressed with their work and will certainly be using them again! Thanks guys!



CHARLIE BURNETT

Our happy clients

“



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Our lead volume has increased by 572% and sales have increased by more than 390% over the same period year on year. I'm extremely satisfied with the outcomes and milestones produced so far.



CHRIS GLOVINE

“



—

We are very pleased to say Mavlers delivered results and consequently we saw marked improvements with overall traffic performance. The level of professionalism and transparency displayed by Mavlers has been impressive and we highly recommend them.



SIMON REYNOLDS

“



—

Mavlers built our website and have also managed our SEO. With their insights, many of our keywords hit no.1 on Google. Fast, friendly and knowledgeable-they're easy to work with and great value. Highly recommended.



ANGUS GRUNDY

A few brands we've worked with....



Contact us for a CUSTOM QUOTE

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UK : +44 20 3286 7410

AUS : +61 08 7200 6665



Mavlers 
A brand of Uplers