

hoc
paid media

B2B & B2C PAID ACQUISITION

Brand Growth Through Paid Ads.



39+ GLOBAL PARTNERSHIPS



From University Colleagues To Paid Acquisition

*Our journey started over a decade ago at **Bangor University, Wales**. After graduating, we immersed ourselves in the professional world, spending more than seven years gaining invaluable experience working with **six- and seven-figure brands**. Today, we specialise in driving growth for **B2B and B2C** businesses.*



Paid Acquisition



GOOGLE ADS→

Drive targeted traffic and maximise ROI with expertly managed Google Ads campaigns.



META ADS→

Connect with audiences through tailored, high-converting Instagram & Facebook ad strategies.



LINKEDIN ADS→

Generate high-quality leads with precision-targeted LinkedIn advertising campaigns.



TIK TOK ADS→

Boost your online visibility and achieve higher ROI with precision-targeted Tik-Tok campaigns.

Your Dedicated Paid Media Team

A team of PPC consultants that functions as an extension of your own.

Account Manager

Our Marketing Account Managers optimises your strategy, connecting specialists at the right time while keeping you informed.

Advertising Strategist

Our Search Strategists manages paid channels to attract your audience, refining campaigns to boost sales, pipeline, and revenue.

Content Specialist

Our Content Specialists craft strategic content to guide prospects while keeping your business's image and message top of mind.

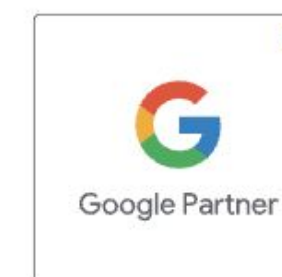
Reporting & Tracking

Our Tracking and Reporting Specialists deliver accurate data and insights to drive optimisation and performance.



We're a **seasoned team** of paid advertising consultants with extensive experience in both **B2C and B2B**, managing large budgets and ambitious growth objectives. We combine data-driven strategy with creative execution to deliver tangible, measurable results. No fluff-just smart, scalable advertising that drives revenue.

[CLAIM FREE AUDIT](#)



Long-Term Partnerships

James' Places

fulfilmentcrowd

Lifestyle Furniture

A.G.A. Sourcing

AWIDLY



Lead Gen Experts



Helen Mills,
James' Places



Working with HOC has been a game-changer for James' Places. Since the start of our working relationship, our online bookings and submissions have skyrocketed. Their Google and Meta planning and execution has been outstanding.



Delivering Great Results



Katie Shepherd,
fulfilmentcrowd



Christian, Jake, and the team's knowledge of paid advertising is second to none. They've consistently come through with thoughtful strategies and have delivered great results for fulfilmentcrowd.



Talented Team



Rikki Lear,
Imagine Growth



Fantastic PPC agency! They quickly understood our goals and delivered impressive results with a targeted strategy. We've seen a big increase in quality leads since working together with HOC.. Highly recommend.



Essential PPC Formula

Without an Optimised, **Data-Driven** Infrastructure, You Risk Losing Valuable Sales and Leads.

1. Captivating Advert



2. Optimised Landing-Page



3. Server-Side-Tracking



4. In Depth Reporting



Recent Case Studies



65% Event Bookings Increase

Brand: Dream Weddings



55% ROAS Improvement

Brand: Fulfilment Crowd



29% Enquiry Increase

Brand: Boutique Homes

PPC Approach

ONE RESEARCH

We thoroughly research your position and competitors, analysing what works and what doesn't with genuine, expert knowledge.

FOUR OPTIMISE

Leveraging data analysis and expertise, we refine strategies to ensure your campaigns consistently deliver outstanding results.

TWO STRATEGISE

We craft a tailored strategy for your business, targeting your audience with bold, informed decisions grounded in experience.

FIVE MAXIMISE

We implement proven strategies to scale your campaigns, focusing on expanding reach and maximizing long-term success.

THREE ANALYSE

We monitor performance daily, providing reports with data-driven insights while keeping broader campaign goals in mind.

SIX REVIEW

We conduct regular internal quality reviews to evaluate performance, strategy, and technology across all accounts.

White Label Partnerships

We regularly sign NDAs when working with the following types of agencies:

SEO AGENCIES

SOCIAL MEDIA AGENCIES

WEB DESIGN AGENCIES

EMAIL AGENCIES

BRANDING AGENCIES

PPC AGENCIES

Our Pricing

Contact Us For Full Pricing Information

SPEEDY AUDIT

FREE

- ✓ Account Analysis
- ✓ Action Plan

REQUEST NOW

IN-DEPTH AUDIT

£300 (excl. VAT)

- ✓ Account Analysis
- ✓ Action Plan
- ✓ Tracking Audit
- ✓ Strategic Analysis

BOOK DISCOVERY CALL

MANAGEMENT

Paid Acquisition Consulting

Starting @

£800 (excl. VAT) Monthly

- ✓ One Paid Ads Account
- ✓ Account Audit + Action Plan
- ✓ Tracking Set-Up
- ✓ Bi-Weekly Calls + Slack Channel
- ✓ Real-Time Reporting Dashboard
- ✓ Strategic Optimisation
- ✓ Monthly Fixed Fee

BOOK DISCOVERY CALL



Jake Cronin

Paid Acquisition 🚀



Christian Horne

Paid Acquisition 🚀

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