

Digital Advertising 101:

UTILIZING DIGITAL TOOLS TO GROW YOUR BUSINESS

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ABOUT AD OPS HOUSE

Ad Ops House is a Guelph based marketing agency that has been offering full service marketing solutions since 2015.

Martin Wheelhouse, the company's founder and CEO, has over 17 years of digital marketing experience and has extensive experience with search engine ads, social media advertising and website optimization.

What we do

We provide digital marketing services to a variety of different clients and organizations. Our clients have the advantage of partnering with an organization that is passionate about supporting independent businesses, while benefiting from the knowledge and experience to build a customized solution that makes the most sense for growing their business, and the flexibility to work within different budgets.



OUR UNIQUE APPROACH

Our philosophy

Our diverse client base drives our philosophy that no two businesses are alike, therefore each client should benefit from a digital marketing solution that is customized to meet their unique objectives, and the nuances of their business and the industry they operate in. Our team takes a hands-on approach to ensure that we have a thorough understanding of your business and your needs before we provide our recommendation.

Empowering our clients by educating them on the results

We take a data driven approach to continuously monitor our strategy and measure the results. Each proposed marketing strategy is an ongoing partnership with our clients where results are reviewed on a regular cadence and adjustments are made where necessary. We specialize in breaking down the data so that our clients understand what their marketing budget is being spent on, and how every dollar translates into a website visit, a product purchase or a higher search engine ranking.



HOW DIGITAL MARKETING CAN GROW YOUR BUSINESS

Traditional Marketing Limitations

Traditional forms of marketing, such as print, TV or radio ads, are typically the most expensive forms of advertising, and lack the feedback required to determine how effective your ads are, if they are reaching the right audience, and where improvements can be made to increase the effectiveness of your marketing budget.

Harness the digital landscape to stretch your marketing dollars further

With the rise of social media, you can now expand your reach by utilizing strategies that promote engagement in the forms of “likes” or “shares”, gaining momentum and expanding your brand and messaging beyond your contact list. Digital advertising also allows us to target certain demographics, ensuring that each dollar spent on marketing is spent efficiently, and measure results using data, allowing us to fine tune our marketing strategy.



THE DIGITAL TOOLS AT OUR DISPOSAL



Google Ads Campaigns

Reach potential customers when they are searching for products or services that match those that are offered by your business. This is done by displaying ads in places such as search engine results, websites, mobile apps and YouTube.



Website optimization

When your website is optimized, visitors are more likely to respond to a call to action; whether it be purchasing a product or signing up for your monthly newsletter. There are different ways to optimize your website, depending on your budget. This can include a full website revamp, or the creation of landing pages for a more cost-effective solution.



Multimedia Advertising

Similar to a TV ad, video campaigns can be an effective way to present your brand's messaging using creative production. However, unlike TV ads, multimedia advertising gives you the flexibility to target a specific audience based on demographics and location, while tracking engagement results to determine effectiveness.

THE DIGITAL TOOLS AT OUR DISPOSAL



Social Media Management

Businesses now have unprecedented reach thanks to the rise of social media. You can build momentum around your brand by producing content that encourages engagement-every click, “like” or “share” can expand your audience far beyond your contact list.



Search engine optimization (SEO)

SEO is a vital tool for marketing because it directly impacts your website’s visibility in search engine results. When your website is ranked higher, you will attract more relevant traffic to your website. This increased visibility helps your business reach a larger audience, driving more leads, sales, and overall brand awareness.

TESTIMONIALS

A few words from our clients



“They are not just a Google ads management company - they go **above and beyond** the call of duty and are truly invested in your business” – Halton Healthcare



Ad Ops House has been wonderful to work with! They're always on top of updating campaigns and ad information. We use them for Google Ads and discussion about strategies when it comes to marketing!” –Cipkar Epoxy



Working with **Ad Ops House** has been a pleasure. They are always happy to answer any of my questions regarding my campaign and they were efficient with my budget. Would recommend using them to help manage your Adwords campaign!” – Let The Dog Out



Contact us for more details

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