

Working With Buckwood Media

BM



Factors I can control

Audience Targeting

Identifying and reaching the specific demographics, interests, and "Lookalike" behaviours most likely to convert

Campaign Architecture

Structuring the account to reduce wastage

Technical Optimisation

Managing basic conversion tracking, bid strategies, A/B testing, and budget distribution to get the best results possible

Ad Copywriting

Crafting compelling hooks and calls-to-action (CTAs) that stop the scroll and drive clicks



Factors I cannot control

Product-Market Fit

Whether people want the product at its current price point/proposition

The Sales Process

How your team handles leads, the quality of your CRM follow-ups, or the ease of your checkout flow

External Market Forces

Economic shifts, seasonality, or competitor activity

The Landing Page Experience (Technical)

Page load speed, mobile responsiveness, and the clarity of the website's UI/UX

Conversion Tracking Breaks

Changes made on the website which influence the way conversions are recorded. If you want to make changes, let me know beforehand

Platform Algorithms

While I can influence them, sudden changes to platform policies or "black box" shifts in how ads are served



What is Included as Standard

Monthly ads management

- campaign builds
- audience builds
- keyword research
- search term reporting
- negative keyword list builds,
- ads, ad copy & ad extension builds
- Conversion tracking
- media pacing alignment
- ongoing optimisations

Monthly reporting & performance calls

Support/guidance to tech/web teams(s)

Anything else outside of this will be included in the service agreement

What Is Not Included

Ad account(s) creation

For brand new ad accounts, I will guide you on the creation of the account itself, but I will not set these up from scratch. This is standard practice in paid media and ensures you retain ownership of the account(s). After created I will send a request for access.

Changes to the website/landing page

If we discuss website changes to improve ad campaigns, I won't be responsible for the physical changes to the website and/or landing pages. Any changes should be complete by who is responsible for your website maintenance.

Creative designing

I won't be responsible for the creation of any assets (images or videos) used in ads. I can support on specs & best practices, but I will not design any creatives myself. Any use of AI imagery will be agreed by both parties.

Deliverables outside of the scope

This proposal outlines the agreed-upon scope and deliverables. If you have any questions or would like to discuss adding anything further, please let me know before approving the proposal.

Boundaries & Expectations

Buckwood
Media

Communication & Tracked Hours

Clear communication is essential for a successful project. We'll communicate via email and scheduled video calls.

Communication via email is included into my monthly management fee. I track all comms and will let you know if I feel too many hours are being used to respond to emails - I would rather use my time to optimise your accounts.

Video calls will provide opportunities to discuss progress, gather feedback, and address any questions you may have.

Feedback & Candid Conversations

To ensure a smooth and efficient project, timely feedback and approvals are greatly appreciated. Please aim to respond to any communication within three business days.

There may be times where I offer feedback on aspects such as website performance/ad copy/assets etc... in which you or a member of the team may have been involved. My feedback will be based off performance and/or following best practices, so please take no offense to any changes I may recommend.

Office Hours

My usual office hours are between Monday to Friday, 9am - 5pm UK time. However, for urgent enquiries (such as pausing campaigns during a website crash) I can respond outside of these hours.

Whilst I always aim to respond to emails as soon as possible, please allow at least 24 working hours.

Note that I will not respond to any enquiries or messages sent over the weekend or on a bank holiday. Any correspondence received during this time will be responded to at the earliest opportunity the following week.