

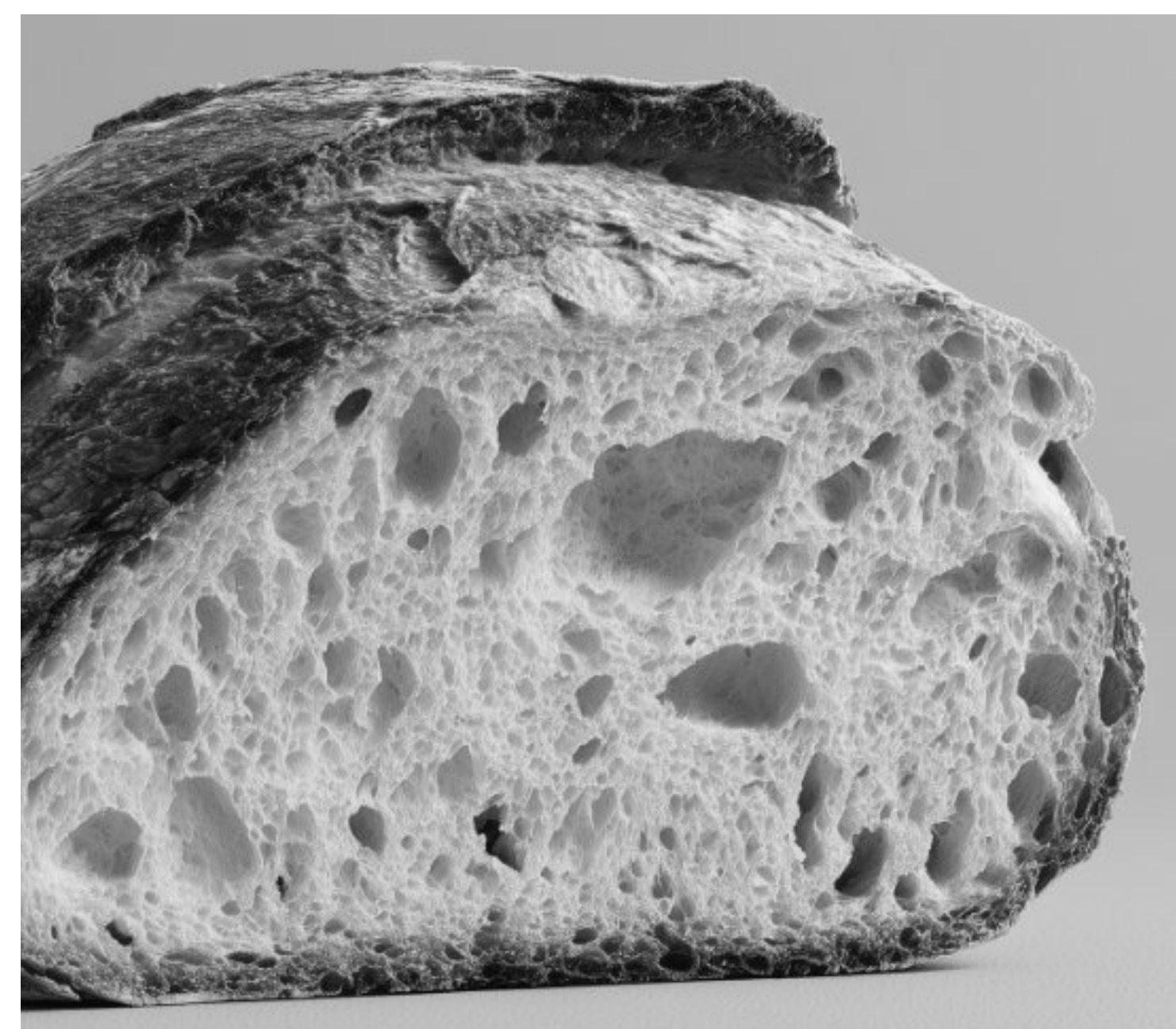
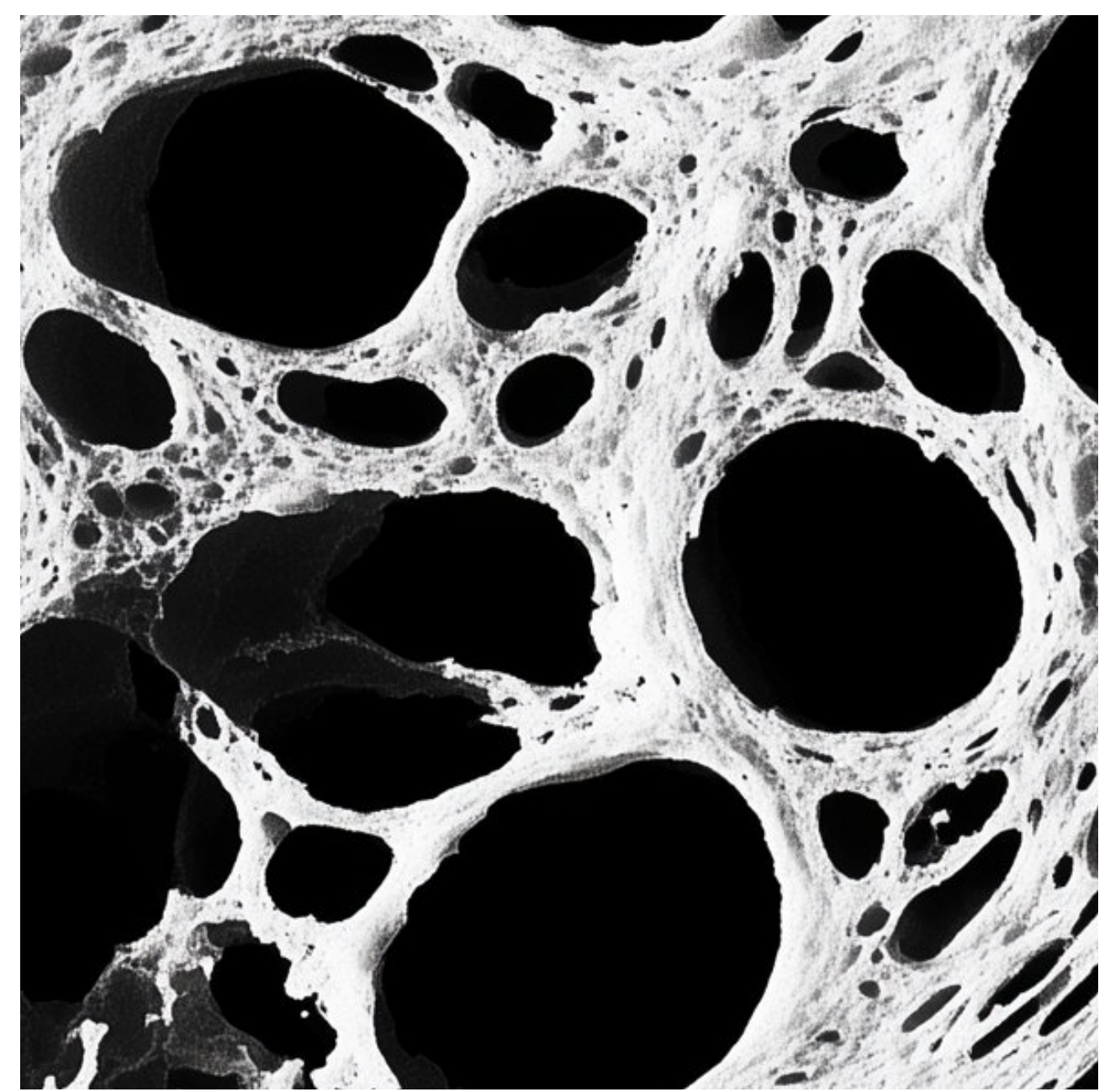
ppc.



1/ strategy & marketing direction.

so marketing works as a whole, not random campaigns

- × analysis of current marketing and campaign performance
- × competitor and market analysis
- × defining target audiences and buying journeys
- × setting marketing strategy and priorities
- × choosing the right channels (PPC, social, content, SEO)
- × campaign and marketing activity plan
- × setting up tracking and results attribution



2/ PPC campaigns & performance marketing.

so marketing drives leads, orders and sales

- × Google Ads (search, display, shopping, YouTube)
- × Meta Ads (Facebook, Instagram)
- × campaign design by goal (leads, sales, traffic)
- × building account and campaign structure
- × testing creatives, audiences and offers
- × optimization based on data and results
- × remarketing and re-engaging past visitors

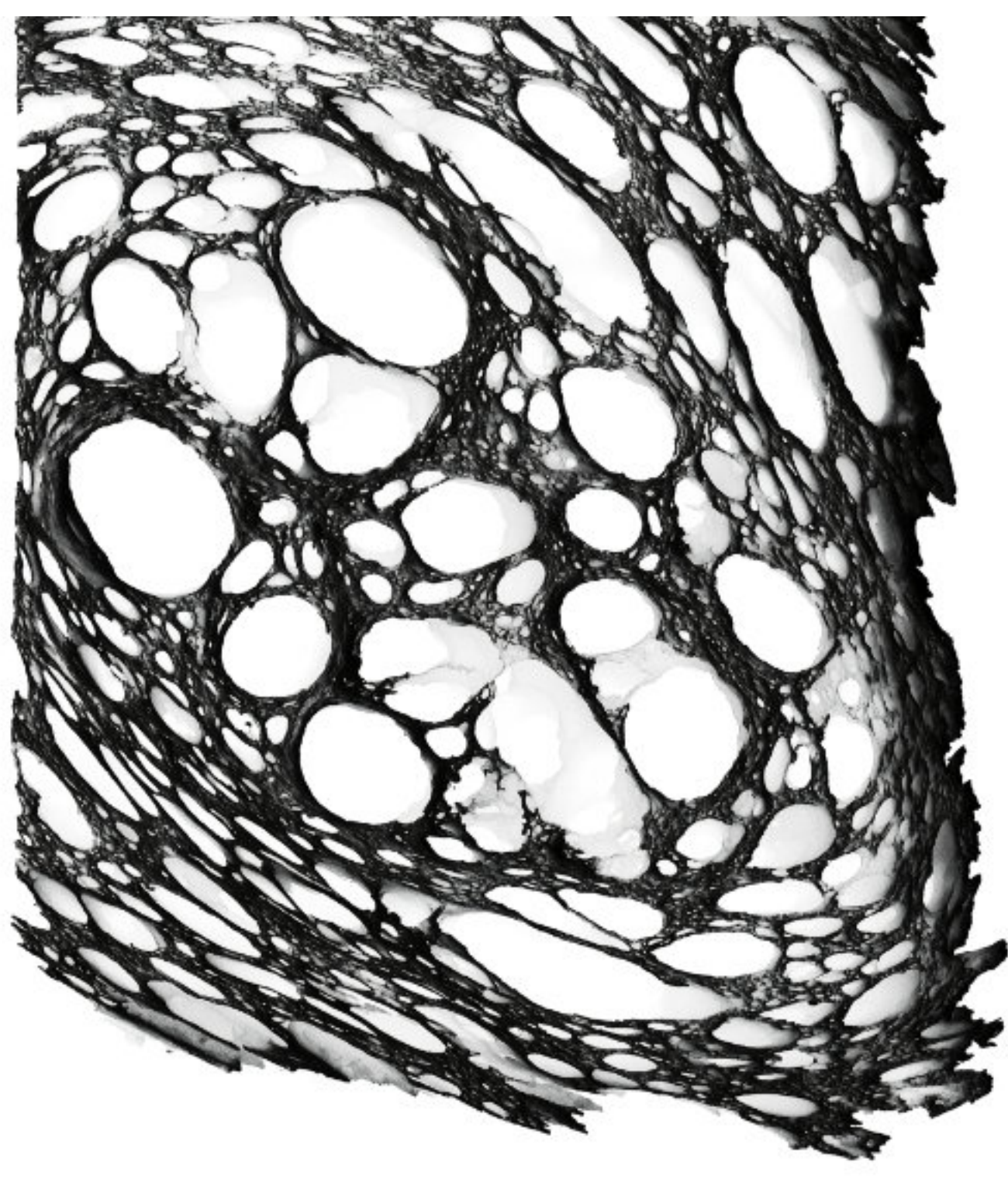
3/ data, tracking & improvement.

so marketing runs on numbers, not gut feeling

- × tracking implementation (GA4, tags, conversions)
- × data and user behavior analysis
- × identifying weak spots in your marketing
- × regular campaign optimization
- × reporting in plain language
- × recommended next steps



no fluff. just strategy and results



— results & projects

what email marketing actually delivers.

- × in-house marketing & sales at Jochym Marine
7 years building the brand and sales in boats and marine services
- × agency work at Zenith Media
campaigns for clients like Tatra Banka, Kooperativa or Raiffeisen Bank
- × Addie Ads – Head of Marketing
leading marketing and managing campaigns for multiple clients
- × freelance projects for companies and brands
from local services and clinics to international projects

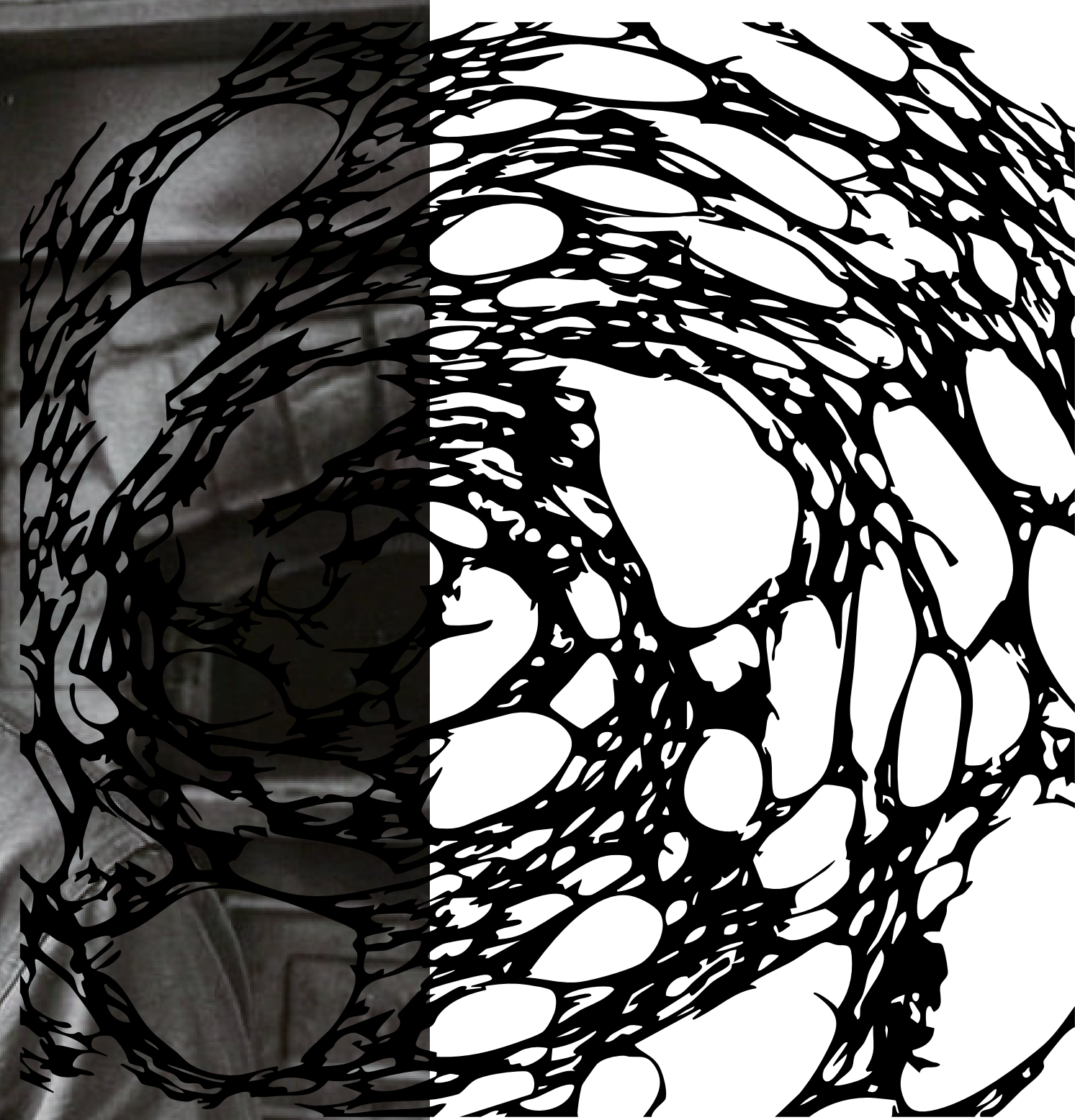
current clients.

clients include, for example:

- × Bagetérie Boulevard
- × CK Solvex
- × Sheron Bratislava
- × EBENICA COFFEE

on top of that i work with smaller businesses, e-shops and services, always with the same goal: effective marketing & measurable results

more at: jochym.sk



marketing & ppc

martin jochym

how i work.

- × marketing must be a system, not random campaigns
- × strategy, ads and data have to work together
- × i make decisions based on results, not gut feeling
- × the goal of marketing is business growth, not just traffic

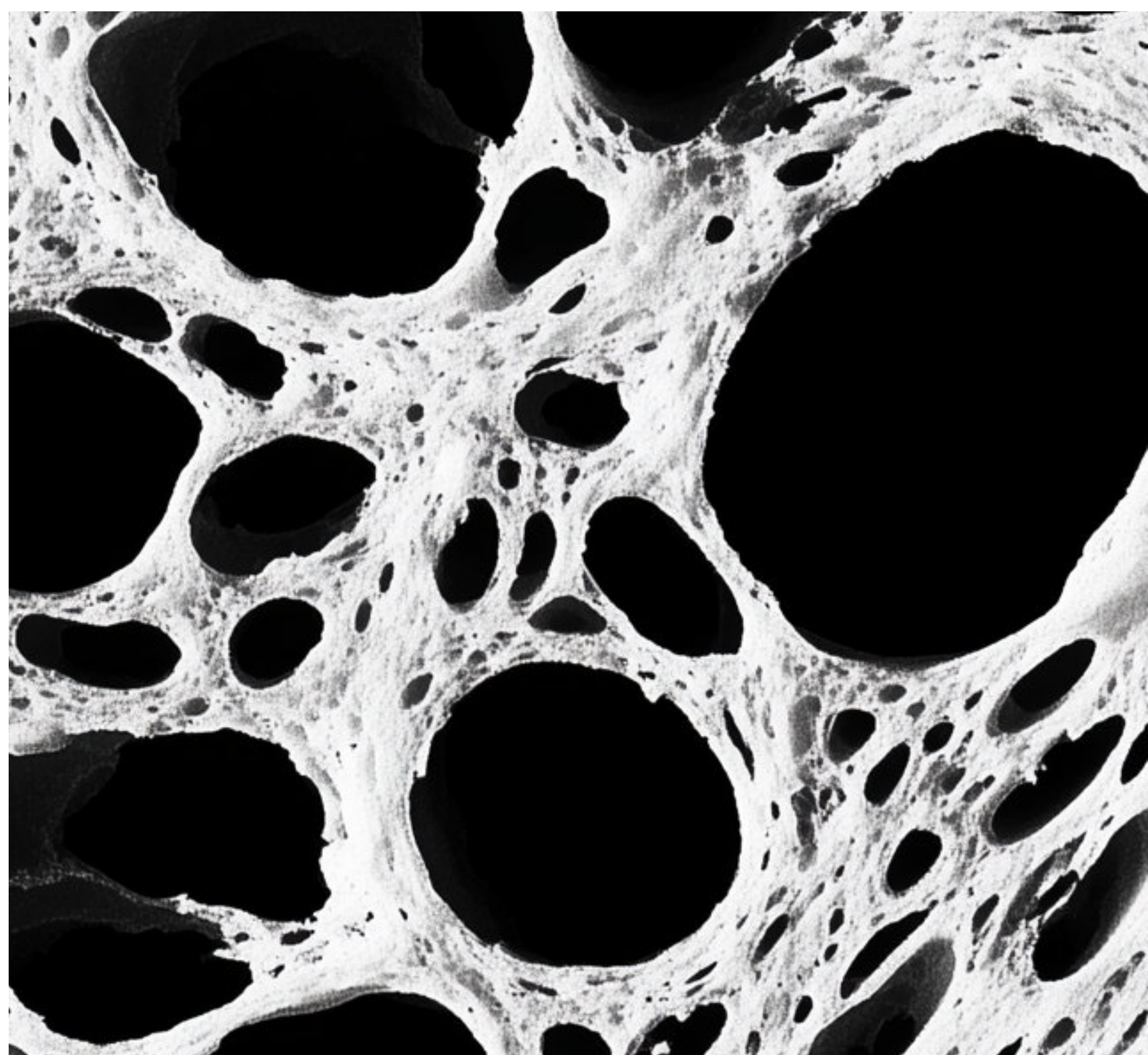
i've been in marketing for over 15 years. In that time i've worked in agencies, on the client side and as a freelancer. That's why i can set marketing up both strategically and practically. I combine marketing strategy, PPC campaigns and data analysis into one working system.

scope & pricing

marketing strategy.

analysis + marketing proposal

from 500 €



PPC campaigns.

campaign setup

300 – 800 €

PPC campaign management.

monthly optimization

300 – 1 200 € / mo.

marketing consultation.

50 – 120 € / hr

