



mcm

Stay ahead
of your customers

Agency Credentials

MCM is a customer acquisition agency who go further to reach the customers your brand was made for, with strategy led PPC, SEO and Social campaigns.

We identify and target the audiences that are right for your event, publication and brand. Helping you stay ahead of your customers by understanding their intentions both now and in the future. We reach them through the channels they use the most, from LinkedIn and Facebook to Tik Tok and Spotify, delivering great content through strategy led PPC and social campaigns. Guaranteeing an increase in registrations whilst maximising your ROI throughout, we're your customer acquisition partner.

For over 20 years, event and publication brands like you have trusted us to grow leads and sales by getting them in front of customers who really want what they've got to offer, with content that is matched to their real desires.

"I was limited on time and resources in the lead up to my event, so it was reassuring to put my social campaigns in the hands of a team who completely know what they are doing"


Chloe Modeaberi
Centaur Media



No chance encounters. Make every interaction count.

As partners, we help brands elevate their online performance. Through a combination of data, technology and teamwork we discover where your audience spends their time in order to deliver the most compelling, moment stopping content. Below are some of the platforms we harness.





Your Paid Search and Social Campaigns aren't efficient. And because you're not being noticed by the right people, your results leave you feeling disappointed.

How we're going to help you reach your customers.

We are here to help you think the way your customers search and identify where they spend their time on social; to understand their intentions, the decision process and the answers they seek. Through a combination of data, technology and teamwork we discover where your audience spends their time. And what mix of channels and content will dramatically improve the odds of getting clicks. Our monthly reports show you how your campaign is performing, and what we're doing to ensure you get the best returns for your budget.

How we help



Drive traffic & conversions from your target audience

Retain customers that convert over time and attract new audiences through handcrafted campaigns on the right platforms.



Drive clicks without wasting your budget

Reach customers actively searching for your solutions at the perfect moment in striking formats.



Deliver the content your customer needs

Fine tune your online presence into something that offers the ultimate customer journey, presenting users content they'll truly benefit from.



Maximise your social interactions

Accelerate your brand's growth through an active and engaging social presence that showcases your brand's personality.



Customer Acquisition strategy

You'll discover what mix of channels and content will dramatically improve the odds of getting in front of the right customers.



Empower your team

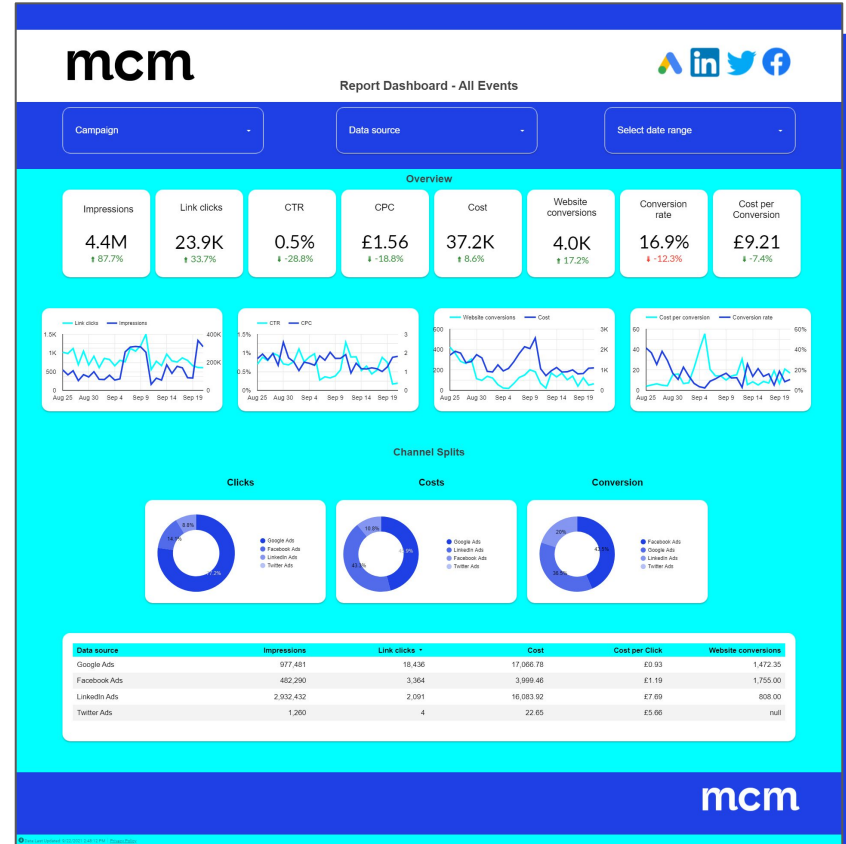
Your team will become significantly up skilled so that they can successfully run campaigns in house.

Real-time reporting

Our dashboard, gives you real-time insight into your paid media activity.

We give 100% transparency across all the campaigns we run so you are better informed to make decisions. It also makes it really easy to take a snapshot of the dashboard to share with other internal stakeholders.

We can then spend more time doing what matters, analysing and interpreting the data in order to draw conclusions and improve performance.



Time to see some of
our amazing results



6.2 million users reached through a multichannel campaign.

We needed to raise awareness and drive ticket sales for this new event format. We split the campaign into three phases; Early Bird, awareness and conversion, pushing the largest portion of spend towards platforms that generated the best ROI in the conversion phase. We found success across multiple channels, however, we found the greatest level of success within LinkedIn where we generated an ROI of 7.52!

6.2m

Users
reached

4.1

Overall ROI

90k

Users driven
to site

EARLY BIRD IS
ENDING: 7 MAY

BUY A VIRTUAL PASS



Mini MBA

Increased course bookings by 106%!

We developed highly innovative strategies that broadened Mini MBA's reach while maintaining efficient spend and delivery targets. Utilising Google, LinkedIn and Spotify. We also ran a short burst of activity across international locations to test engagement rate which generated a promising number of conversions.

106%
increase in
bookings

£0.01
Cost per
impression on
spotify



Mini MBA
in
Marketing

Mark Ritson





Marketing Week Masters

Generated 10% increase in revenue and a huge uplift in award nominations.

We were challenged to generate a last minute uplift in nominations through paid advertising on Facebook, LinkedIn and google Ads. Without the advantage of a longer lead time, which is typically employed to turn cold audiences into warm audiences, we opted to prioritise audiences known to Marketing Week Masters on social. These audiences generated 89% of the conversions.

8%

Increase in nominations

£12.77

Average CPC

10%

Increase in revenue



FT Live
Business of Football

We achieved 2x return on ad spend across platforms.

We were tasked with generating awareness and ticket sales whilst delivering a positive return on ad spend. We identified 20 key 'Football Business Influencers' to build a strong audience of users and then set Google Display live with a data driven 'lookalike' audience based on site visitors to give us a huge reach worldwide.

2X

Return on Ad spend

£11.5k

In direct ticket Sale revenue

254

conversions



The Meetings Show

Cost per registration was
only £4.74!

We utilised multiple channels to reach a wide audience across Facebook, Instagram, Twitter, LinkedIn and AdWords to increase registrations for this international event for events professionals.

8%

Average CTR

£4.74

Cost per
registration

Subcon

670 conversions directly from the campaign!

Subcon set us a challenge of increasing registration numbers for an upcoming B2B show. With a relatively niche, professional audience, Subcon were keen to understand how they could utilise various channels' targeting options to reach their ideal customer. In a short 4 week period we were able to generate over 600,000 impressions through paid advertising, which resulted in 670 conversions directly from the campaign.

£10.70

Cost per
conversion

500k

Social
Impressions

£5.66

Cost per
registration





**employee
benefits**
LIVE 18

Employee Benefits Live

Over 400,000 HR professionals reached.

Employee Benefits were looking for a small scale campaign to increase registrations for their free event. The campaign would need to target a niche market of users working in compensation, benefits, and rewards. We used a number of different targeting strategies to reach the audiences, from custom list targeting to job title and competitor targeting. We increased delegate registrations by using remarketing lists to drive conversions, resulting in 281 direct conversions equating to 6.52% conversion rate based on website traffic.



£12.23
Cost per registration

400k
HR professionals reached

7%
Conversion rate

Econsultancy

Generating brand awareness and driving new subscriptions.

Econsultancy came to us in, in need of an expert who could offer a quick turnaround when it came to building and monitoring their campaigns. The aim of their initial campaigns was to generate brand awareness, drive subscriptions and to sell event and webinar tickets. Our work with Econsultancy is ongoing and we have various campaigns running throughout the year. On LinkedIn, over the past year alone, we have generated almost 3 million impressions, driven over 2,000 clicks and achieved over 200 leads/conversions.

3 mil

Social
Impressions

9k

Clicks

200+

Conversions





Influencer Intelligence

Driving service leads through demo requests.

Influence intelligence’s main challenge was being able to build and monitor effective campaigns, with a quick turnaround. We were challenged to increase sign ups for events and webinars as well as more downloads for their whitepapers/ reports, which in turn would generate leads. We also were tasked with driving service leads through demo requests directly on their website.

We have been running campaigns on and off during a period of 18 months with the latest campaign generating over 200 leads and 5000 clicks.



5,000+
Clicks

200+
Leads



Start the next conversation.
Let's start conversations with your customers that
deliver an exceptional ROI.

Get in touch

hello@mcm.click
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Location

Everywhere, with hubs in
London
Tonbridge
Reykjavik