



Leading the way in the ad industry

# THE 17TH

We put your brand front and center.

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# Presentation Highlights

2/17

## General Discussion Flow

- About Us
- Services We Offer
- Our Clients
- Case Studies
- Why Choose Us

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# We put your brand front and centre.



With creative  
and customized  
marketing  
strategies, your  
brand will surely  
get noticed.

# Next Gen Agency

We understand how a traditional agency operates. Onboarding processes that take months, hefty start-up fees, inadequate communication, and, lastly, a lack of speed.

The17th is a different kind of advertising agency. We'll spend less than an hour onboarding you before getting down to business planning and delivering results.

Our effectiveness will astound you. Because of the Seamless Systems we've created, this is achievable. Beautiful outcomes, regular, in-depth, and easy-to-understand performance reports, a quick process, and prices based on logic rather than guessing are all possible with these solutions.

Everything appears to be in place. We prioritise our customers. We'll take care of the tedious details while you focus on getting better outcomes on a daily basis.

**During our partnership, if you wouldn't jump in shark-infested waters to work with us and we don't generate at least a 20% return we'll return your capital NO QUESTIONS ASKED!.**

ABOUT US

# SERVICES WE OFFER

## DONE FOR YOU(DFY)

We create the strategy

- We create the campaigns
- We collect data & optimise
- We scale to unseen heights
- We deliver a breathtaking ROI

## DONE WITH YOU(DWY)

- For businesses that need consulting.
- In conjunction with your team, we will construct a premium advertising campaign, and instruct you on how to scale and maintain it in the future.
- Gives your team great insight into the mechanics of profitable social media advertising, from someone who does it successfully daily.
- In-person workshops last from 2 to 3 days, depending on the individual needs of your company.

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# Notion Consulting & Management

## COMES FREE WITH OUR DONE FOR YOU(DFY) OFFER!

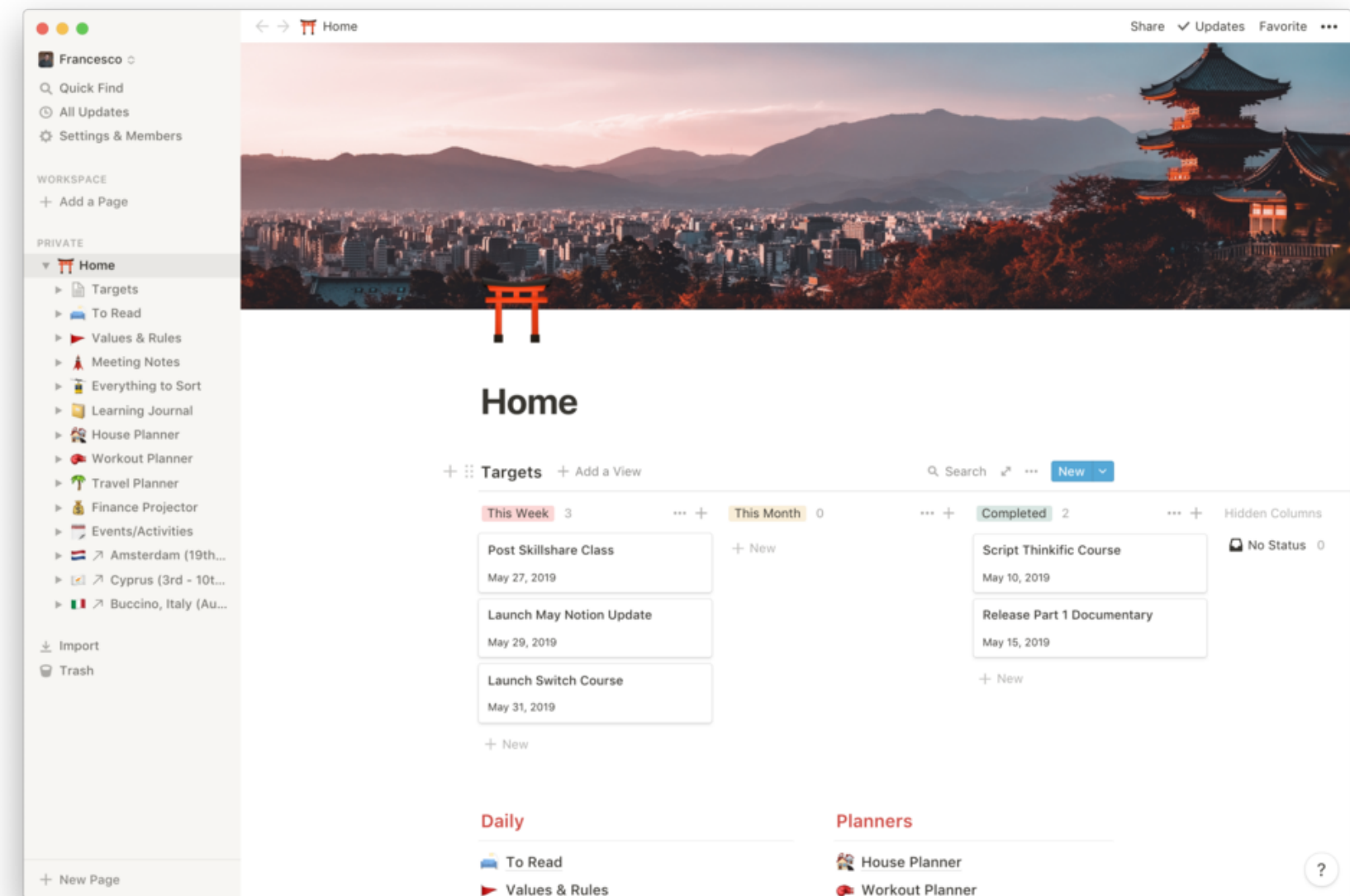
What is Notion?: Notion is a programme for project management and note-taking trusted by companies such as Spotify, Nike and IBM.

For our agency and clients, "The Virtual Office" provides bespoke project management/intranet platforms. Google Drive, Gmail, Slack, Confluence, ClickUp, DropBox, Trello, Asana, JIRA... are all replaced and/or integrated.

*We'll gather your needs for customised digital workplaces using best-practice Notion UI/UX. Not only will these systems make life easier, but we'll personalise them with your colours, pictures, and style to make them feel like "you."*

### Benefits of Notion for your business:

1. Saves money by reducing your tech stack
2. Saves hours per week by having all files, SOPs, tasks, projects, resources, meeting notes and contacts etc in one place
3. Increases the time you spend creating and connecting with customers and clientele.
4. Grows with your workflow by moulding around it, instead of changing PM tools every few years
5. Fewer meetings are guaranteed as it encourages asynchronous working
6. Clarifies who's working on what across internal/external projects



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# Strategy Planning

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## Strategy Build Out

Much more than brilliant commercials are required for successful marketing. We do in-depth product and customer analysis during the onboarding process in order to understand the buyer's mindset. The entire end-to-end client journey will then be evaluated to ensure there are no weak links. We'll collaborate with the customer to create a full strategy proposal after we've completed the essential research.

## Implementation Phase

We'll design or acquire the essential content assets and construct the first batch of digital advertising after a thorough plan has been developed. We put the advertisements in place after they've been approved, and we maintain a tight check on all accessible data.

## Conversion Optimisation

Following the incubation phase, we will have access to a large amount of data to analyse. This information will help us figure out which audiences responded best to the ads we've been testing. We'll be able to optimise existing advertisements that are doing well and reallocate budget accordingly. We'd also start scaling your ad expenditure at this point until we hit peak ROI

# Our Vision



We do care about your brand. We treat it as if it was our own. The recommendations we make to our clients are the recommendations we would make if we owned their companies. Without regard to our own interest. A great man once said that, and we choose to live by it.

No matter which product you're selling, be prepared to provide us with a sample of the product. We always test our client's products prior to advertising them.

This lets us evaluate the product quality, and it enables us to immerse ourselves in the perspective of our future customers.



# Typical Ad Rollout/Cycle

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01

## Pre-Testing

After assisting in helping our clients in constructing and sourcing effective marketing assets we will then ask our clients for their approval then initiate our trial campaign to assess how our ads run on a smaller scale.

02

## Campaign Go-Live

We will then launch our client's campaign via the social channels negotiated and on time.

Our Campaigns will be managed through efficient software to streamline our process.

03

## Measuring Effectiveness

After ads are live we keep track of our process following metrics such as ROI, ROAS with once-twice a month calls to discuss and highlight our progress.



# Our Clients

BO+TEE

Paid Advertising(Instagram and Tiktok)

BODY BY RAVEN TRACY

Paid Advertising(Instagram and Tiktok)

Project Leven

Paid Advertising(Twitter and Instagram)

DELEON TEQUILA

Paid Advertising(Facebook and Instagram)

ADD.XYZ

Paid Advertising(Instagram and Twitter)

PEACHED

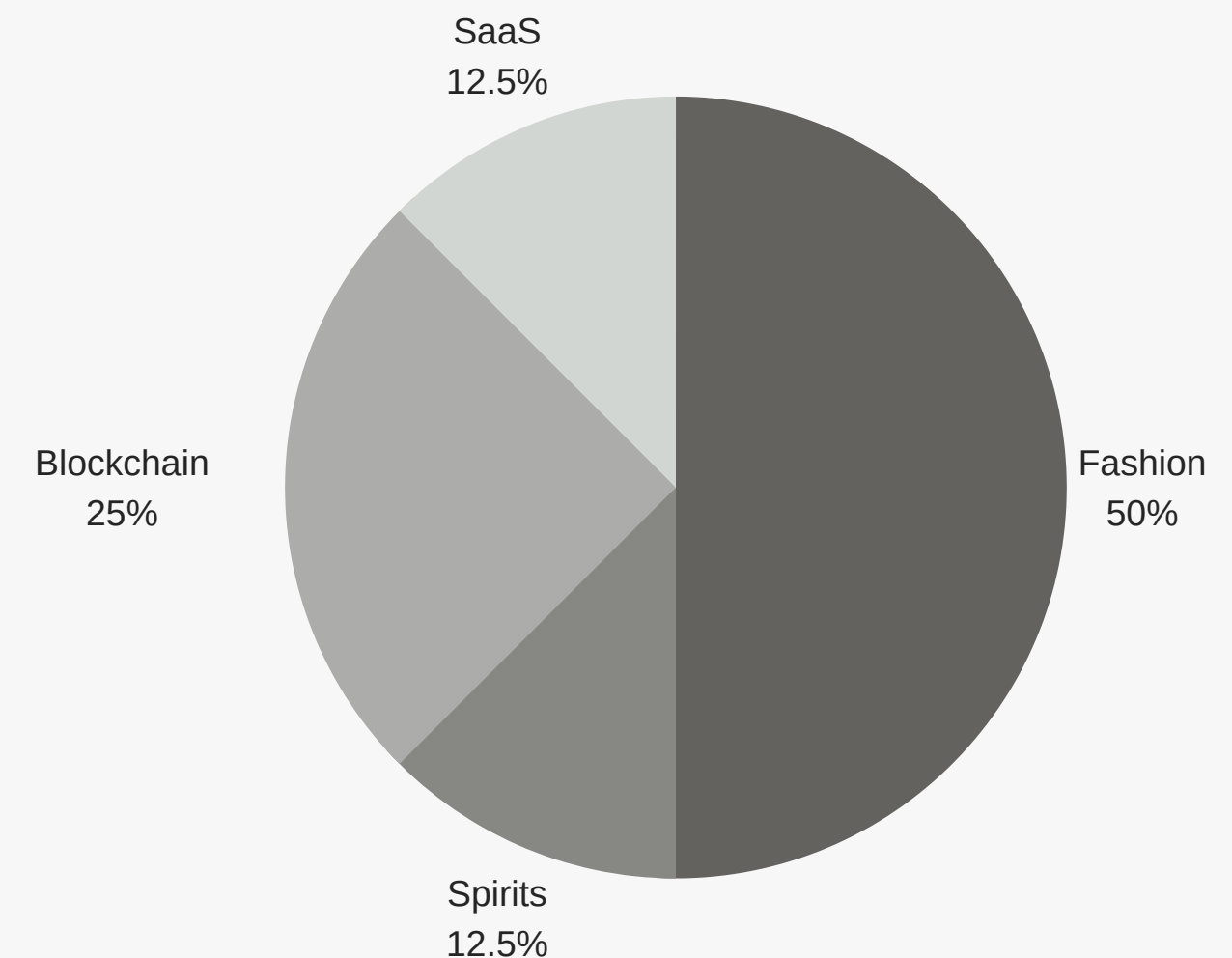
Paid Advertising(Instagram,Facebook and Tiktok)

# Our Diverse Clientele

Breakdown of clients by industry

10/17

Because we're still new to the scene, we've made it a point to broaden our horizons and work with a variety of new and developing businesses. Most recently, we've been able to assist companies with their digital marketing efforts in niches like fashion, blockchain, and more.





## Previous Case Studies and Results

In the next slides, we'll go over our process and show how it works with our clients when it's done correctly and effectively. (The majority of our current customer base is situated in North America, hence our screenshots from ad accounts are in USD/CAD.)

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# CASE STUDY

## Services Provided: Social Media Management & Paid Ads

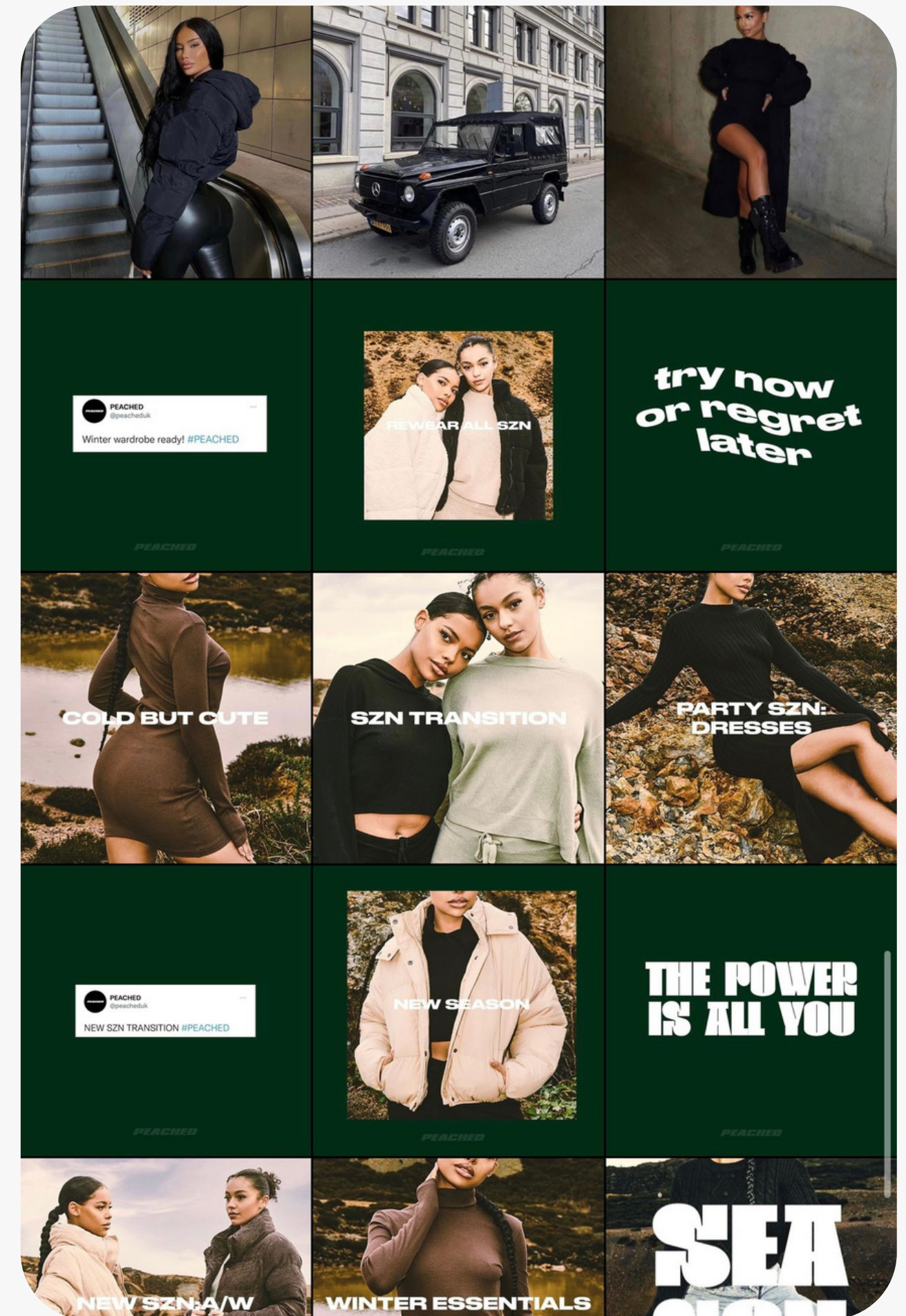
We collaborated with BLOC 13 to assist our clients with their marketing efforts (SMM and Paid Social)

We followed our three-step approach to ensure that we reached the project's KPIs.

1.) Strategy Development-We examined the whole end-to-end consumer experience to ensure there were no weak points. We worked with the customer to create a thorough content asset and marketing plan after the essential research was completed.

2.) Implementation Phase-Once the strategy was finalised, we produced and gathered the essential content assets, as well as the first run of digital ads. We enforced the advertisements and kept a tight watch on all available data when it came to approval.

3.) The best-performing current ads were then optimised, and the money is reallocated appropriately.



# CASE STUDY

Services Provided: Social Media Management & Paid Ads

Services Provided: Digital Marketing Management, Paid Advertising(Facebook Ads, Instagram Ads and Tiktok)

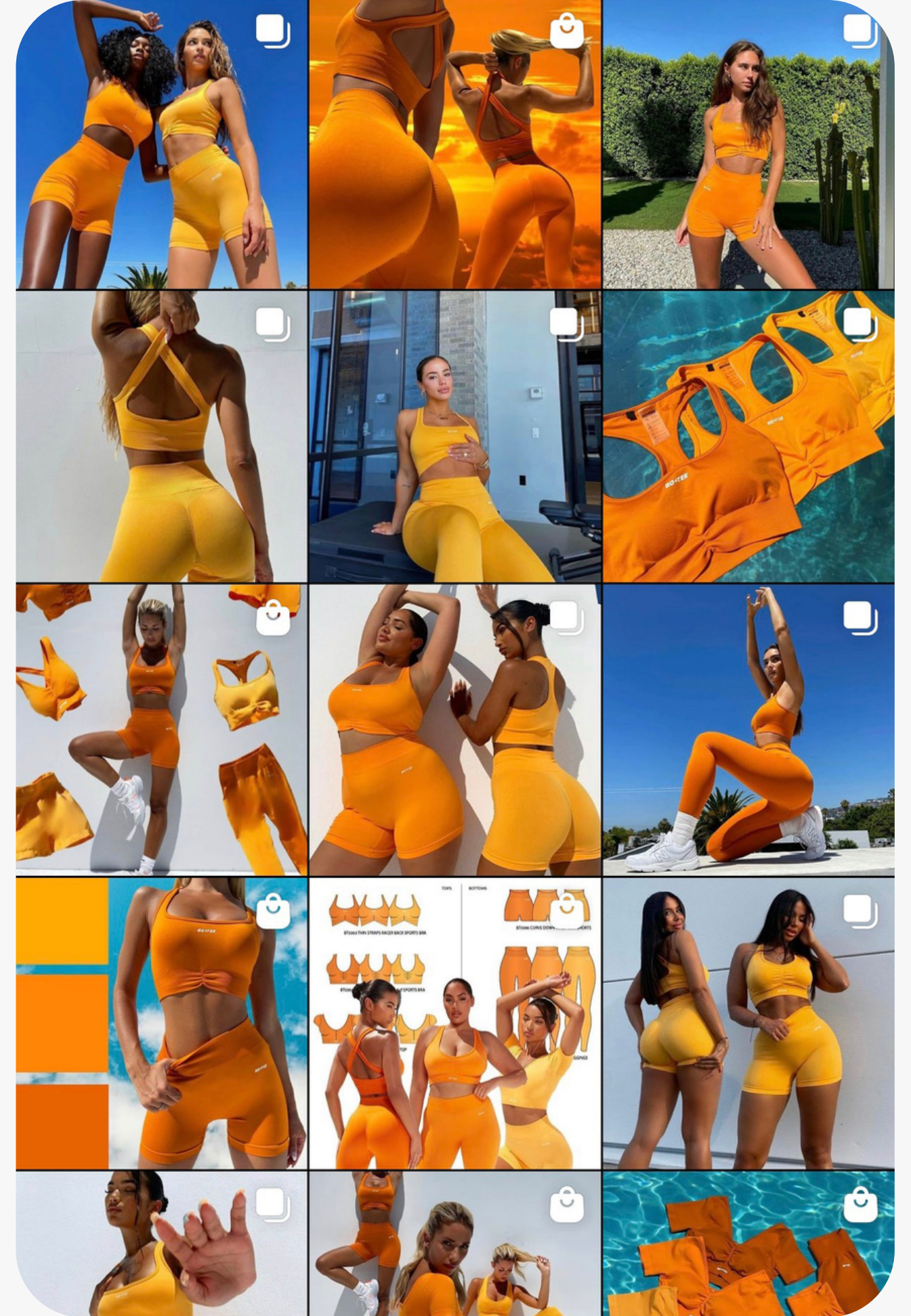
We collaborated with BLOC 13 again and we were involved in their marketing efforts ( influencer marketing and paid media).

We used a three-step procedure to ensure that we reached the project's KPIs.

1.)Strategy Development-We looked at the whole customer experience from beginning to finish to make sure there were no gaps. After conducting the necessary research, we collaborated with the customer to provide a thorough strategy proposal for approval.

2.)Implementation Phase-After developing a comprehensive plan, we generated and gathered all essential content assets, as well as the first batch of digital advertising. We installed the advertising after receiving clearance and kept a tight watch on all accessible data.

3.)The best-performing current advertising are then optimised, and the money is reallocated appropriately.



# \$3k => \$15k In 30 Days

Every brand needs strong USPs in order to consistently produce profitable outcomes at scale. It's a requirement that can't be waived. This is a high-tech Ecomm customer with strong USPs and a good product-market fit. They received one of our outbound emails (since we could see from a bird's eye view that this specific brand wasn't maximising paid traffic to its full potential), and they called us to find out more about how we could help them.

Ads								
1-200 of 299 <span>◀ ▶</span> View Setup <input type="checkbox"/>								
Purchases	Cost per Content View	Cost per add to cart	Cost per checkout initiated	Cost per add of payment info	Cost per Purchase	Budget	Amount spent	Purchases Conversion Value
2	\$2.71	\$75.82	\$18.95	\$75.82	\$37.91	Using ca...	\$75.82	\$134.50
5	\$1.71	\$5.99	\$8.56	\$19.97	\$11.98	Using ca...	\$59.91	\$463.71
5	\$1.31	\$14.97	\$6.17	\$104.82	\$20.96	Using ca...	\$104.82	\$451.36
4	\$6.21	\$22.77	\$34.16	—	\$34.16	Using ca...	\$136.63	\$232.50
2	\$1.97	\$3.38	\$3.94	\$23.66	\$11.83	Using ca...	\$23.66	\$270.00
4	\$0.48	\$4.49	\$2.13	\$13.48	\$10.11	\$40.00 Daily	\$40.43	\$340.61
5	\$0.41	\$2.34	\$2.34	\$30.40	\$6.08	\$30.00 Daily	\$30.40	\$355.96
5	\$0.44	\$4.43	\$3.22	\$17.72	\$7.09	\$35.00 Daily	\$35.43	\$416.50
6	\$0.33	\$2.51	\$1.67	\$10.04	\$8.37	\$50.00 Daily	\$50.21	\$500.50
4	\$0.44	\$3.46	\$2.96	\$20.74	\$5.19	\$20.00 Daily	\$20.74	\$425.44
<b>201</b> Total	<b>\$1.30</b> Per Action	<b>\$8.27</b> Per Action	<b>\$6.27</b> Per Action	<b>\$32.20</b> Per Action	<b>\$14.90</b> Per Action		<b>\$2,994.89</b> Total Spent	<b>\$15,064.08</b> Total

# \$12k => \$225k In 30 Days

This is an e-commerce customer who specialises in the health and wellness sector. Influencer marketing was their primary means of the promotion before becoming a customer, and it propelled them from \$0 to \$50k MRR before they were capped out.

We were able to ramp them up to \$200k + MRR (solely from our sponsored traffic) in 8 months with a 15+ monthly ROAS, despite the fact that they'd never run a single paid ad before. This came as a result of their thorough awareness of their target consumer and knowing exactly what they desired. With that information, all we had to do was put what they wanted in front of them, and they would buy.

Ads View Setup

Purchases	Cost per Content View	Cost per add to cart	Cost per checkout initiated	Cost per add of payment info	Cost per Purchase	Budget	Amount spent	Purchases Conversion Value	Purchase ROAS (return on ad spend)
228	\$0.37	\$1.05	\$2.14	\$4.24	\$2.72	\$20.00 Daily	\$619.38	\$10,974.64	17.72
188	\$0.42	\$1.16	\$2.47	\$5.08	\$3.30	\$20.00 Daily	\$619.62	\$12,501.64	20.18
153	\$0.46	\$1.28	\$3.24	\$7.64	\$4.05	\$20.00 Daily	\$618.89	\$11,423.03	18.46
163	\$0.47	\$1.42	\$3.57	\$9.44	\$4.75	\$25.00 Daily	\$774.46	\$11,362.04	14.67
232	\$0.45	\$1.25	\$2.73	\$6.74	\$4.01	\$30.00 Daily	\$929.97	\$16,546.61	17.79
35	\$0.48	\$1.68	\$2.98	\$6.73	\$4.42	\$5.00 Daily	\$154.87	\$2,007.17	12.96
34	\$0.40	\$1.26	\$3.16	\$8.61	\$4.56	\$5.00 Daily	\$154.93	\$2,502.49	16.15
29	\$0.50	\$1.24	\$3.60	\$10.32	\$5.34	\$5.00 Daily	\$154.73	\$2,387.78	15.43
197	\$0.39	\$1.10	\$2.23	\$5.58	\$3.14	\$20.00 Daily	\$619.28	\$13,206.59	21.33
62	\$0.50	\$1.36	\$3.97	\$10.00	\$5.00	\$10.00 Daily	\$309.87	\$3,791.45	12.24
<b>3,336</b> Total	<b>\$0.39</b> Per Action	<b>\$1.10</b> Per Action	<b>\$2.55</b> Per Action	<b>\$6.22</b> Per Action	<b>\$3.65</b> Per Action		<b>\$12,160.07</b> Total Spent	<b>\$225,664.59</b> Total	<b>18.56</b> Average



# Why Choose The17th.

Our competitive differentiators

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## Innovative Ideas & Concepts

As previously demonstrated, our marketing experts are capable of curating fresh and imaginative campaigns for our clients.

## Affordable Rates

We understand the need for funding because we deal with a variety of startup businesses, which is why we offer such a little cost for our services.

## Industry Expertise

Our staff has extensive expertise working at venture-backed firms and holds notable credentials.



# Contact Us

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