

CIRCUS

EMPLOYEE
HANDBOOK

WELCOME TO CIRCUS



I'm Rick, Founder and Managing Director at Circus PPC Agency - a specialist PPC agency based in Leeds, providing outstanding PPC services to a multitude of clients across a wide range of industries.

When I founded Circus back in 2009, I had no idea about the journey I would embark on. Now, what started as a one-man PPC Consultancy, is a 12-person strong PPC team, which managed over £10m in client spends last year. A phenomenal achievement for an agency of our size!

We came into 2022 aiming to be bigger, better, faster and stronger, with plans to continue expanding the agency and build an agency based on trust, honesty, results, expertise, authority, and dedication.

I look forward to welcoming you to Circus, and I hope you enjoy working as part of the team as much as I know the rest of the team and I do.

For now, I'll leave you in the hands of our shiny new handbook so you can find out a little bit more about who we are, and what we do for yourself.

Many thanks,

Rick Tobin



WHO
WE
ARE





WE ARE CIRCUS

We are a PPC agency based in Leeds, helping clients across a wide range of industries to reach their business goals and objectives with our intensive PPC expertise.

Like an orchestra, every single person on the Circus PPC Team brings their own individuality to help us create a symphony.

TOGETHER WE:

COMMUNICATE EFFECTIVELY BOTH INTERNALLY AND EXTERNALLY, BUILDING AND MAINTAINING PROFESSIONAL RELATIONSHIPS ALONG THE WAY.

EXPERTLY GUIDE CLIENTS THROUGH DIRECT RELATIONSHIPS BUILT ON TRUST, HONESTY AND AUTHORITY.

GROW AND FLOURISH AS A TEAM, CELEBRATING WINS AND ACHIEVEMENTS TOGETHER.

VALUE AND PROMOTE INCLUSIVE OPPORTUNITIES THAT GIVE EVERYONE THE CHANCE TO DEVELOP AND IMPROVE THEIR SKILL-SET.

PROVIDE INSIGHTFUL ANALYSIS OF CLIENT ACCOUNT PERFORMANCE TO BEST LEAD TOWARDS GOALS AND OBJECTIVES.

CREATE A HARMONIOUS WORKING ENVIRONMENT WHERE EVERYONE IS WELCOME AND ENCOURAGED TO SHARE IDEAS AND COLLABORATE WITH ONE ANOTHER.

TRUST AND SUPPORT ONE ANOTHER TO DELIVER OUTSTANDING SERVICES TO CLIENTS.

WORKING AT CIRCUS

We want our team to feel valued, appreciated and listened to, and provide a workspace and culture that fully supports them in everything they do. Some of the ways in which we do this, include:

- **FLEXIBLE 'WORK FROM ANYWHERE' POLICY**
- **GENEROUS COMPANY-WIDE BONUS SCHEME**
- **MONTHLY SOCIAL EVENTS ENCOURAGING TEAM BONDING AWAY FROM THE OFFICE**
- **TRAINING AND DEVELOPMENT OPPORTUNITIES**
- **ANNUAL TEAM WORKSHOPS FOR BIGGER PICTURE IDEA SHARING**
- **COMPETITIVE SALARIES REVIEWED ON AN ANNUAL BASIS**
- **COMPANY PENSION SCHEME**
- **PRIVATE MEDICAL CARE**
- **CASUAL DRESS CODE**
- **CHRISTMAS AND SUMMER PARTIES**
- **PAID VOLUNTEERING TIME**
- **INSPIRING LEEDS CITY CENTRE WORKSPACES**

On top of what we already offer, we are constantly striving to become the UK's best PPC agency - both for clients, and for our team!

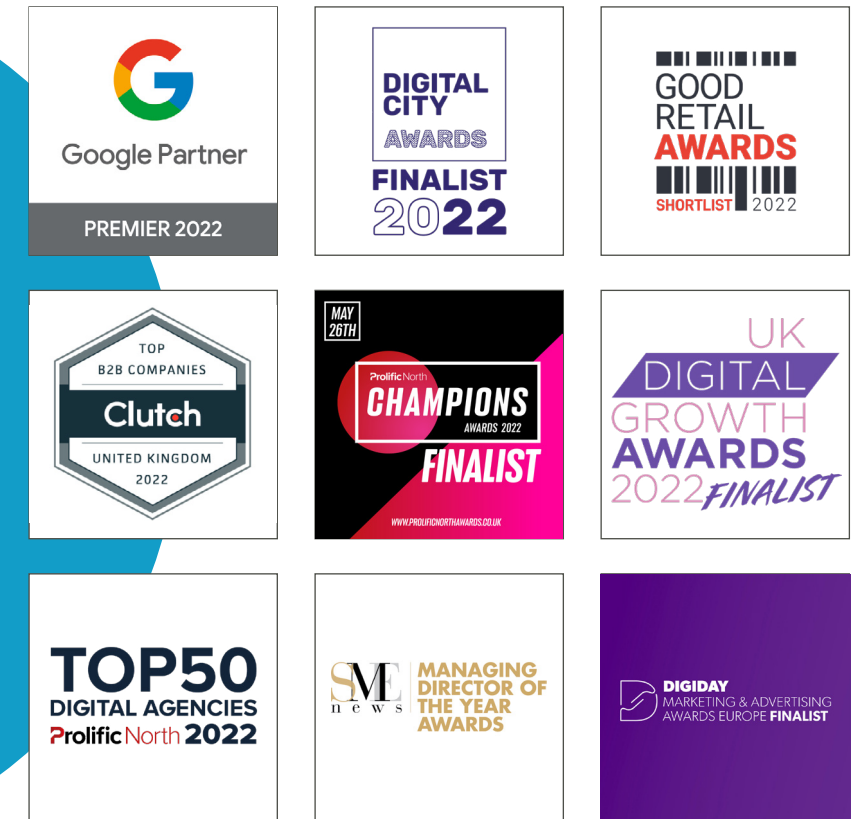
We welcome suggestions on how we can improve our offering for the team - whether that be on a personal or professional level, and will always do our best to provide what the team wants and needs to be able to work better, achieve a healthy work-life balance, and have more fun along the way!



OUR MISSION

We're on a mission to become the UK's go-to agency for the best PPC management - providing outstanding paid advertising services to help our clients reach their business goals and objectives.

The best people, the best clients, the best results!



2021

In 2021, we did some amazing things, and hit fantastic milestones along the way.

Last year we:

- Reached our first **EVER** £1m month and £10m year, and experienced YoY business growth of 70%.
- Secured and moved into our new Leeds City Centre office space.
- Confirmed incredible growth plans to double our workforce.
- On-boarded a total of 13 great, ambitious new clients

2022

In 2022, we want to achieve even more - thinking bigger, working better, moving faster, and becoming stronger.

This year, we've already:

- Been named a Google Premier Partner for 2022, putting us in the top 3% of agencies in the UK.
- Won and been shortlisted for a multitude of awards and accolades that recognise our work as an agency.
- Hosted our first ever office party for clients, suppliers, partners, and industry contacts.
- Been ranked in the Top 50 Digital Agencies of 2022 by industry-leading publication, Prolific North.

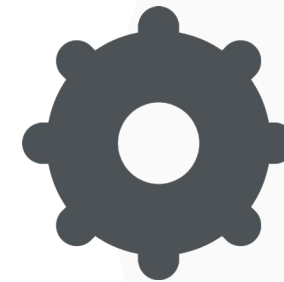


GOOGLE PREMIER PARTNERS

Being Google Premier Partners means that, as an agency, we have access to a number of exclusive benefits that can help us to accelerate client success and provide expert insight into the new products from Google that can drive account performance.

Our status as Google Premier Partners also puts us in the top 3% of UK agencies, which this year, was based on the client growth and retention, annual ad spend, and product diversification.

SOME OF THE SPECIFIC WAYS IN WHICH BEING A GOOGLE PREMIER PARTNER BENEFITS US ARE:



DEDICATED ACCOUNT MANAGEMENT

One of the biggest benefits of being a Google Premier Partner is how closely we work with our Google reps – who assist and support us across client accounts and how we can best utilise Google Ads products to the best of our ability.



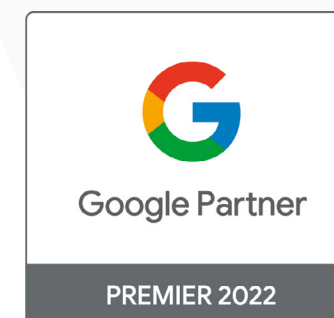
NEW PRODUCT UPDATES AND INSIGHTS

Daily contact and support from our Google reps means that we're updated and informed of new products updates from Google, along with training and insights into what this means for our clients' accounts, and how to best prepare accounts for product implementation.



EXCLUSIVE TRAINING

Along with new updates and insights, as a Premier Partner, we receive exclusive training delivered by our trusted Google reps, who help us to best understand the ever-changing landscape of Google Ads products.



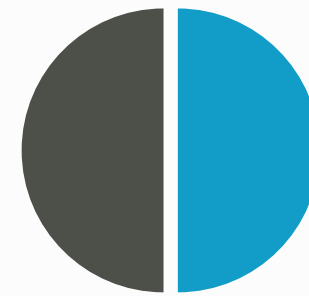
Ultimately, as a PPC expert at Circus, you'll be fully supported by both the team around you and our extended Google team to best assist you in driving success for your clients.

OUR VALUES

T.H.R.E.A.D.



TRUST



HONESTY



RESULTS



EXPERTISE



AUTHORITY



DEDICATION

T.H.R.E.A.D.

Our core values are present in the work that we do, and thread throughout our entire business.

These are the values that we live and breathe at Circus, and ensure to keep at the forefront of everything we do.

TRUST IS EARNED WHEN ACTIONS MEET WORDS.

Trust is essential to the way our business works.

Trust in one another. Trust in our clients. Trust in our partners.

And vice versa!

We'll never make promises we can't keep, and we understand that our clients have entrusted with a huge part of their business strategy - and will always treat it as such.

Confidentiality, and ensuring that all involved with our business are treated with respect, dignity, and understanding, is a huge part of why trust will always remain one of the most important aspects of the way we run the agency.

HONESTY IS THE FASTEST WAY TO PREVENT A MISTAKE FROM TURNING INTO A FAILURE.

Acting with integrity, for us, is being honest with ourselves and our client.

The reason that clients work with us is because we've proved, time and time again, that we can drive outstanding results across a range of industries through our years of experience working in the PPC landscape.

In order to successfully make informed decisions and changes to ensure that client accounts are working to the best of their ability, we need to speak open and honestly with our clients - which isn't something we shy away from.

If something isn't working, we address it immediately.

If we don't think we're the best agency for a client, we'll tell them.

If we believe that specific changes would benefit an account, we're not afraid to say so.

Honesty is **always** the best policy.

DON'T TELL PEOPLE YOUR PLANS. SHOW THEM YOUR RESULTS.

What's the main reason clients come to us?

For **results**, of course!

The work we do is driven by a desire to deliver when it comes to client goals, and we aim to exceed expectations - giving our clients confidence in what we do, and the importance of PPC for their business growth.

OFTEN, A SIGN OF EXPERTISE IS NOTICING WHAT DOESN'T HAPPEN.

We love what we do and are confident enough to say that we're good at it!

Our incredibly talented team of PPC experts are exactly that - experts! From PPC strategy, to implementation, and forecasting to reporting, our team knows exactly how to approach PPC and understands that every business requires a different approach and specific application of expertise.

LEADERSHIP IS NOT A POSITION OR TITLE. IT IS ACTION AND EXAMPLE.

Our authority lies in our knowledge and our status as leaders in the PPC landscape.

Collectively, we possess years and years of PPC experience, which puts us in the best position to advise clients on the most beneficial PPC activity that could help them towards their business goals and objectives.

Having won and been shortlisted for multiple awards, and consistently listed by prestigious publications as PPC industry leaders, our authority and leadership status isn't only self-proclaimed, but also recognised by others in the industry.

DETERMINATION IS NOTHING WITHOUT DEDICATION AND HARD WORK.

Everyone has goals, but it's those that are willing to put the work in that reach those goals.

Success doesn't happen overnight, it takes dedication, which is something we have in abundance.

We're dedicated to our clients, our performance, our team, our business, our values - and this dedication is one of the many things that make us shine.

OUR TEAM

We believe that by building the right team that are focused on delivering amazing results and developing their career with Circus, we can attract better clients, putting us in the best position to grow our brand and as a result, our revenues.

We operate a relaxed and open atmosphere built on professionalism, trust, and transparency; giving the team the autonomy to manage their own workloads, and work in a way that feels most comfortable and efficient to them.

The best way to get a feel of what it's like to work at Circus, is to hear from our team members!



CHLOE
PPC ANALYST

“One of the things I love about working for Circus is the ‘work from anywhere’ policy. This began after the COVID outbreak and we figured out we could do our work just as well from, well, anywhere. It’s been fantastic for us as a company, as not only does it mean that we’re given the independence to decide on a working environment that works best for us, but we can also plan work around other life commitments.

The team are super understanding and it’s a huge benefit to feel trusted, valued and able to manage your own workload in a way that best suits you.”



STEPH
**BRAND COMMUNICATIONS
MANAGER**

“I definitely can’t choose a favourite thing about working at Circus, but I particularly love how much of a team-focus is driven in everything we do. Communication is amazing and we always know what others are working on through weekly team meetings and remaining in constant contact through Skype.

Hybrid working means that, often, you may not see someone in person for a few weeks at a time, however, monthly social events mean that we can all catch-up, enjoy some time away from work together, and celebrate our recent wins as a business.”



INNY
PPC EXECUTIVE

“There are two main reasons why I love working at Circus. The first one is that every client we work with is like a personal project where we have full control for. I love the level of excitement it gives me because I know it is all in my power to make my clients succeed. The ability to achieve that drives me to do my best work every day.

Another great thing about Circus is the team. Everyone is supportive, kind, and knowledgeable which is great atmosphere to work in. I know I will always get support if I need it and I will not be left alone to sort even the biggest issues on my own. All people here are wonderful to talk to which makes day-to-day work so much easier and more fun.”

SAY HELLO



ABBIE
PPC MANAGER



AHMED
COMMERCIAL DIRECTOR



ANNA
CLIENT SERVICES MANAGER



APHRODITE
PPC ASSISTANT



CHLOE
PPC ANALYST



CLAUDIA
PPC EXECUTIVE



DONYA
PPC EXECUTIVE



INNY
PPC EXECUTIVE



MEG
PPC MANAGER



RAMNEET
PPC ASSISTANT



RICK
MANAGING DIRECTOR



STEPH
BRAND COMMS MANAGER



WILL
OPERATIONS DIRECTOR



OUR CLIENTS

Our clients are the lifeblood of our business, and we work closely with them to analyse their accounts and best deliver the results that lead them towards their business goals and objectives.

N1P STATS:

657%
Revenue growth

433%
Sales growth

500%
First year growth

“WITH A CONSIDERED AND MEASURED APPROACH TO THE CAMPAIGNS, CIRCUS HAVE DELIVERED EXCEPTIONAL PERFORMANCE THROUGH PPC, AND MAKE A SIGNIFICANT CONTRIBUTION TO OUR GROWTH. WE’RE DELIGHTED TO BE WORKING WITH THEM.”

ALEX HUMPHRIES, N1P
DIGITAL MARKETING MANAGER

MIELE STATS:

575%
Year-on-year revenue increase

511%
Increase in brand impressions

215%
Increase in ROI

“CIRCUS HAVE BEEN A BREATH OF FRESH AIR - THEY’RE A FANTASTIC COMPANY TO WORK WITH.”

STEVE BROODRYK, MIELE
DIGITAL MARKETING EXECUTIVE

UK RADIATORS STATS:

1670%
Two-year revenue increase

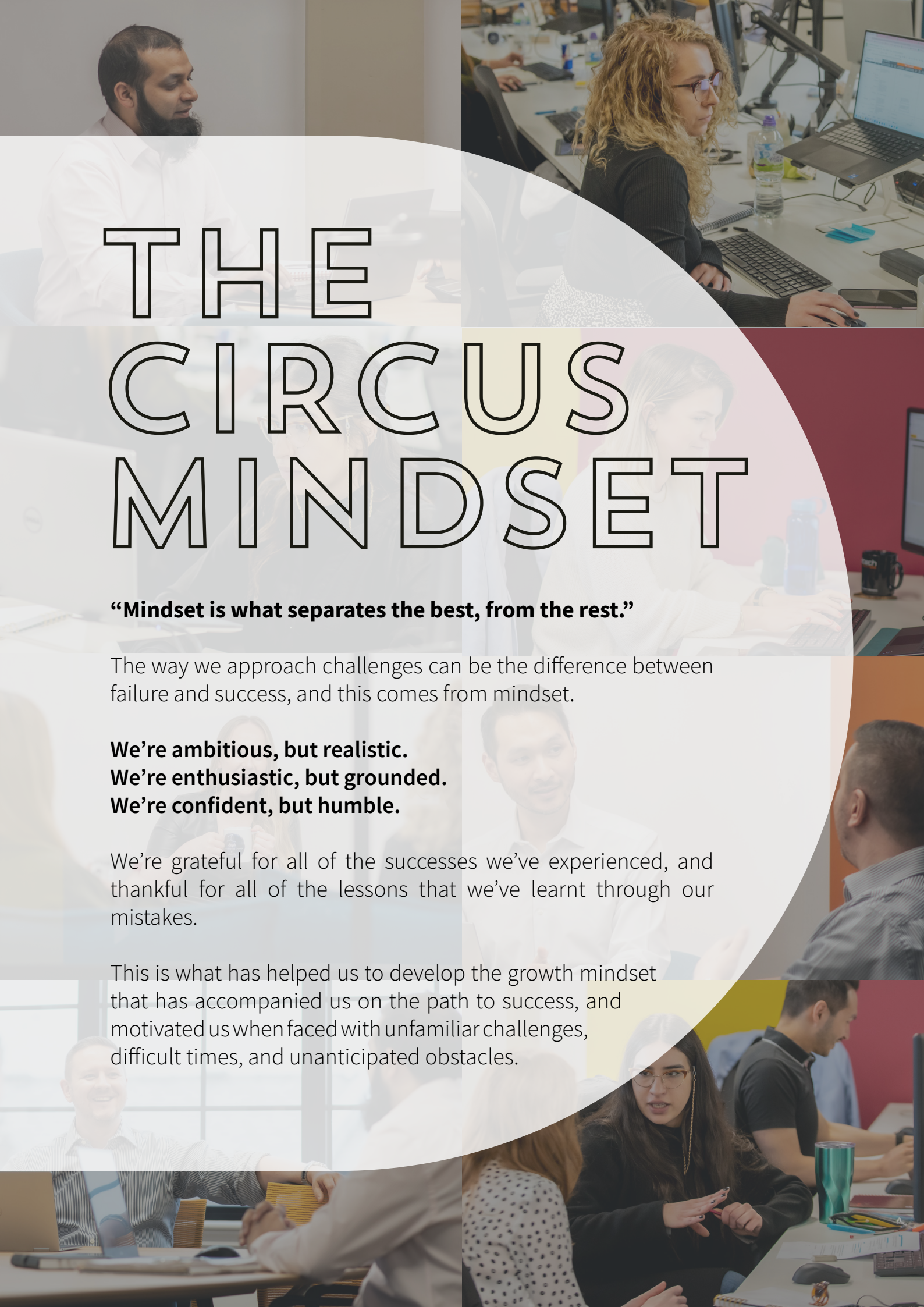
1015%
Smart Shopping revenue increase

1079%
Smart Bidding revenue increase

“CIRCUS HAVE HELPED US TO GO BEYOND OUR GROWTH TARGETS OVER THE LAST 18 MONTHS, REACHING RETAIL REVENUE MILESTONES MUCH SOONER THAN EXPECTED, ALL WHILST MAINTAINING BUDGET CONSIDERATION AND ROAS TARGETS.”

DAN NEZHAD, UK RADIATORS
CO-OWNER AND SALES DIRECTOR





THE CIRCUS MINDSET

“Mindset is what separates the best, from the rest.”

The way we approach challenges can be the difference between failure and success, and this comes from mindset.

We’re ambitious, but realistic.
We’re enthusiastic, but grounded.
We’re confident, but humble.

We’re grateful for all of the successes we’ve experienced, and thankful for all of the lessons that we’ve learnt through our mistakes.

This is what has helped us to develop the growth mindset that has accompanied us on the path to success, and motivated us when faced with unfamiliar challenges, difficult times, and unanticipated obstacles.

POSITIVITY IS NEVER UNDERRATED.

Where there’s a problem, there’s a solution – and we’re not ones to let ourselves be defeated by a challenge.

Our entire team is made up of hard-working, ‘can-do,’ energetic and supportive individuals – all entirely unique, but with a shared ambition to work harmoniously as a team to face problems head on.

Together in one vision.

Our goals as a business is to grow accounts, to perform for our clients, to achieve, to deliver, to go above and beyond, simply to be the best at what we do.

We’re extremely lucky to have a team of like-minded people who understand the needs of the business, and that when the business succeeds, we all succeed. We all have a common goal in mind for our team, the agency, and our clients.

That’s why everyone reaps the benefits when the business does well.

EMBRACE WHAT YOU EXCEL IN.

The beauty of building a team of individuals with a shared mindset, is that we can all use our personal strengths to reach the same shared goal.

We’re not trying to change you, to mould you into clones of one another, to prevent you from challenging the things that you might believe could be done better. We want your input, your opinions, your unique strengths.

We don’t expect you to excel in everything, but as a team, we are here to help each other grow and achieve targets, to get rewards, to have fun, to develop ourselves, and to achieve our own personal goals.

ONE TEAM, ONE GOAL.

It’s important to us that we become an extension of our clients’ business, truly understanding who they really are and what they want to achieve so that we can provide the best service possible to successfully guide them to their goals.

Once we begin working with a client, we become a part of their team, working alongside them and towards the same common objectives to ensure that their business gets the most from their PPC strategy.

For us, the most important thing for us is that we garner a positive culture that helps our team to think creatively and strategically, provide exciting and inspiring work spaces that encourage productivity and comfort, and bring fun and joy into what we do on a daily basis.

