

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 16-person strong team of talented professionals, which has recently been named 2023's PPC Agency of the Year. A phenomenal achievement for an agency of our size!

We came into 2023 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.

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**
- **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!



2022

In 2022, we did some amazing things, and hit fantastic milestones along the way.

Last year we:

- Maintained our Google Premier Partner status, which put us in the top 3% of agencies in the UK.
- Were shortlisted and won a multitude of awards and accolades that recognised the amazing work we do.
- Made it into Prolific North's Top 50 Digital Agencies of 2022.
- Grew our fantastic team by 40%.

2023

In 2023, we want to achieve even more - thinking bigger, working better, moving faster, and becoming stronger.

This year, we've already:

- Been named 2023's PPC Agency of the Year at the UK Digital Excellence Awards.
- Continued the expansion of the team with plans to be a team of 19 by the end of the year.
- Confirmed exciting event appearances throughout the year.
- Begun carrying out our plan for world domination... just kidding.

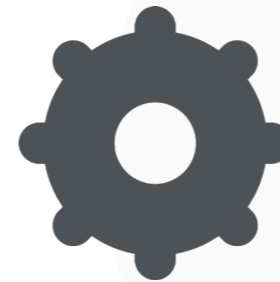


GOOGLE PREMIER PARTNERS

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.



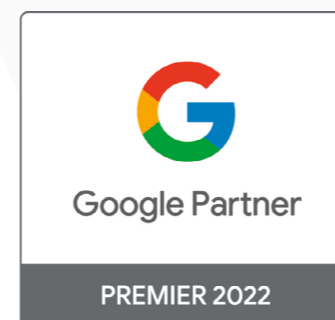
NEW PRODUCT UPDATES AND INSIGHTS

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

...to the experts.

Our award-winning team of PPC professionals are committed to providing clients with the best results, and becoming an extension of their team as they work towards a common goal - to make them more money through PPC by driving growth and reducing waste.

Not only do our team deliver fantastic results for clients, but make Circus an incredible place to work. They are a friendly, supportive, fun, and positive bunch, who are just as comfortable chatting to colleagues as they are in front of a PPC report.



ABBIE
PPC MANAGER



AHMED
COMMERCIAL DIRECTOR



ANNA
CLIENT SERVICES MANAGER



APHRODITE
PPC EXECUTIVE



CHLOE
PPC ANALYST



CLAUDIA
PPC EXECUTIVE



DONYA
PPC EXECUTIVE



INNY
PPC EXECUTIVE



LUISA
PPC EXECUTIVE



MEG
OPERATIONS MANAGER



RAMNEET
PPC EXECUTIVE



RICK
MANAGING DIRECTOR



RU
PPC EXECUTIVE



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.

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



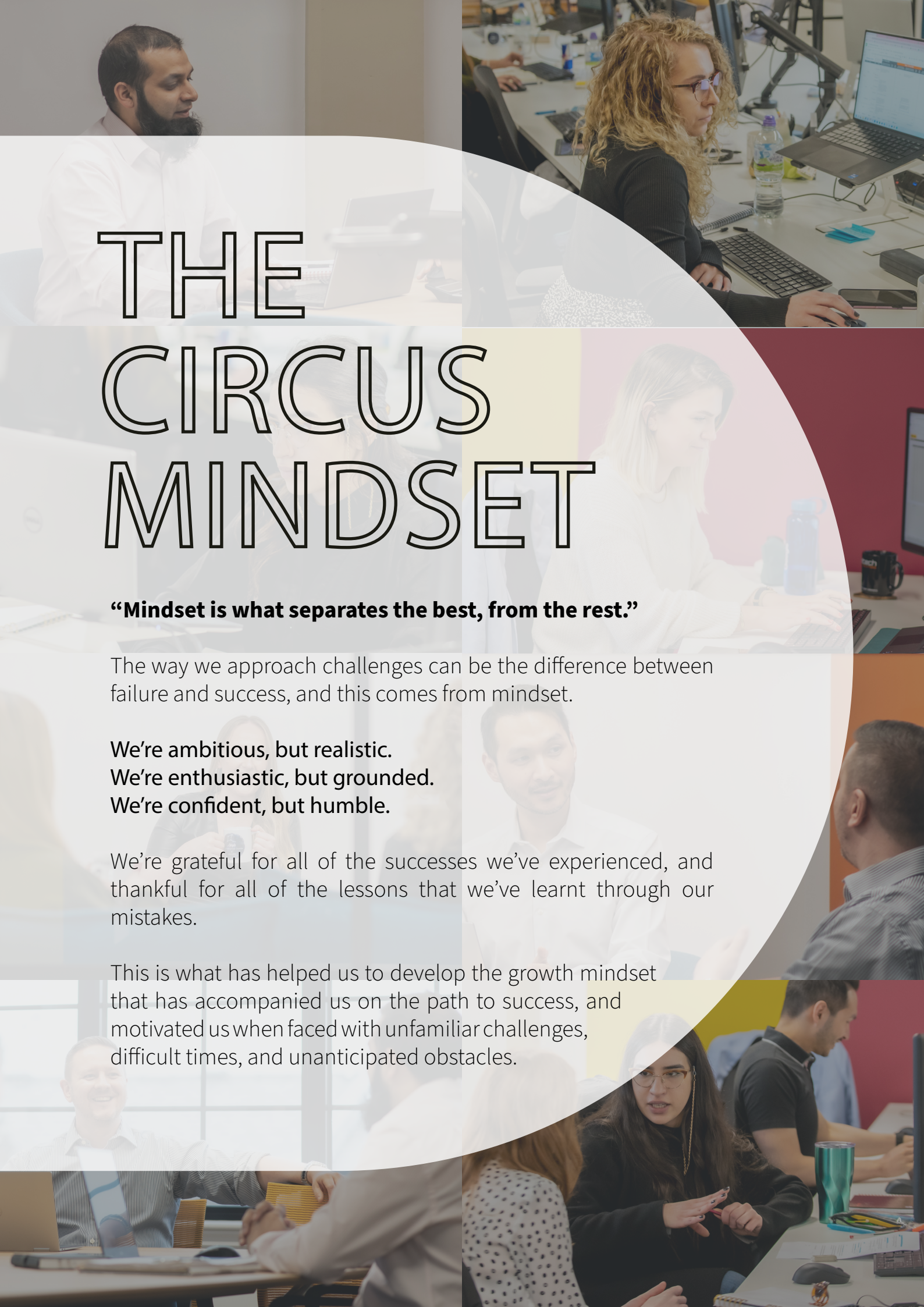
WE ALSO PROVIDE EXPERTISE TO OUR EXCLUSIVE CHARITY PARTNERS, ALONGSIDE SUPPORTING THEM ACROSS OTHER VENTURES - WHETHER THAT BE FUNDRAISING, VOLUNTEERING, OR ATTENDING EVENTS.



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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.

VALUES

Our values are built on working together to grow accounts, perform for our clients, achieve, deliver, go above and beyond, and simply be the best at what we do.

We help each other to grow and achieve targets, get rewards, have fun, develop ourselves, and achieve our own personal goals. To do so, we promote a relaxed and open environment built on professionalism, trust, and transparency.

Our individuality is what makes us unique, but 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.

MISSION

Our mission is to make our clients more money through PPC, by finding and removing waste, and growing accounts.

Years and years of experience has given us the industry-leading knowledge to successfully assist brands with their growth ambitions, and our own desire for growth ensures that we have our finger on the pulse of all things PPC.

We always approach accounts with our growth mindset. In fact, everything we do is based around growth. Growth in revenue, growth in ROI, growth in sales.

VISION

Our vision is to provide the very best in PPC management to high-growth brands.

We're working towards becoming the best PPC agency in the UK - or even the world - and work with the best people, the best clients, and achieve the best results! We find out who our clients really are, and what they truly want to achieve, in order to guide them to do so.

We hire the best talent, and give them the tools and aspirations to help them to develop, grow, and become the next generation of amazing PPC experts.

The right team, that are focused on delivering for clients, will ensure we attract better clients to allow us to grow our agency, brand, and revenues.

