

**CIRCUS**

# **Circus PPC**

## **Employee Handbook**







**I'm Rick, Founder and Managing Director at Circus PPC Agency, where as PPC specialists, we provide outstanding PPC services to a multitude of clients across a wide range of industries.**

When I founded Circus back in 2009 (almost 15 years ago!), I had no idea about the journey I would embark on. Now, what started as a one-man PPC consultancy, is an 18-person strong team of talented professionals, which last year won 'PPC Agency of the Year' not once, but twice! A phenomenal achievement for an agency of our size.

We've already come into 2024 on a high, having achieved our biggest January to date and with plans to double our client database, welcome new PPC experts to the team, and continue to build an agency that clients love to work with, and team members love to work for!

So, welcome to the team! I hope you enjoy working here as much as I know the rest of the team and I do.

For now, I'll leave you in the hands of our employee handbook so you can find out a little bit about us and what to expect.

Many thanks,

*Rick Tobin*

CIRCUS



# We are Circus

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

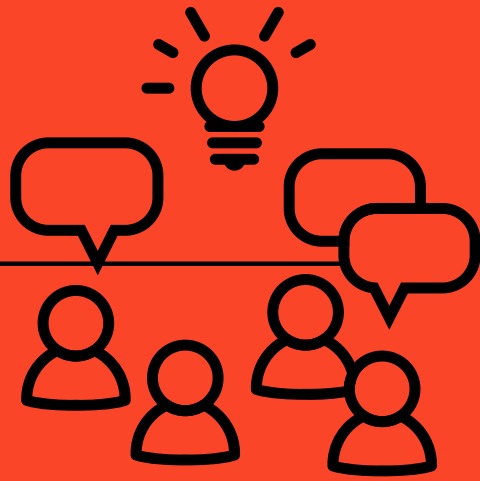
Like an orchestra, every single person on the Circus PPC team brings their own individuality and expertise to help us to create a perfect symphony.





# Together, we...

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**ONE**

## Communicate

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Communicate effectively both internally and externally, building and maintaining professional relationships along the way.

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**TWO**

## Build Relationships

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Expertly guide clients through direct relationships built on trust, honesty, and authority.

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**THREE**

## Grow & Flourish

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Grow and flourish as a team, celebrating all our wins and achievements together.

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**FOUR**

## Promote Inclusivity

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Value and promote inclusive opportunities that give everyone the chance to develop and improve their skillset.

**FIVE**

## Demonstrate Expertise

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Provide insightful analysis of client account performance to best lead towards goals and objectives.

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**SIX**

## Welcome & Encourage

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Create a harmonious working environment where everyone is welcomed and encouraged to share ideas and collaborate with one another.

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**SEVEN**

## Trust & Support

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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:**

- STYLISH, INSPIRING LEEDS CITY CENTRE OFFICES
- FLEXIBLE 'WORK FROM ANYWHERE' POLICY
- INDUSTRY-LEADING FAMILY LEAVE PACKAGE
- PRIVATE MEDICAL CARE (INCLUDING DENTAL AND OPTICAL)
- COMPETITIVE SALARIES REVIEWED REGULARLY
- TRAINING AND DEVELOPMENT OPPORTUNITIES
- MONTHLY SOCIAL EVENTS

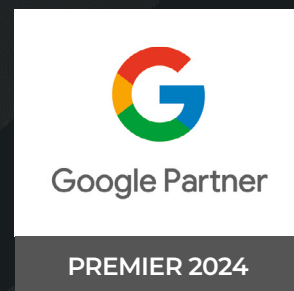
On top of what we already offer, we are constantly striving to become the UK's best PPC agency – both for clients, and for our team!

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 expert PPC management – providing outstanding paid advertising services to help our clients reach their business goals and objectives.



## 2023

In 2023, we did some incredible things, and hit fantastic milestones along the way.

Last year we:

- Were awarded 'PPC Agency of the Year' not once... but twice!
- Grew our team of professionals by 38%
- Maintained our Google Premier Partner status
- Celebrated our biggest month to date!

## 2024

This year, we want to achieve even more – thinking bigger, working better, moving faster, and becoming stronger.

This year, we've already:

- Achieved our biggest January on record, with 23% YOY growth
- Welcomed many exciting new clients on board
- Made plans to double our office space in Leeds



# Circus Benefits

We're committed to providing a safe, supportive, positive, and fun workplace for our team – and we provide a number of benefits and perks that facilitate this. Read on for more of what to expect working with Circus.



## ONE

### Industry-Leading Family Leave Package

We recently enlisted the help of a HR Specialist to develop an industry-leading family leave policy that provides a greater level of flexibility and support for employees on the journey to becoming parents.

Some features of the package include:

- 26 weeks fully paid leave
- £1,000 family expansion bonus
- 'Flexi-month' upon returning to work
- 4 weeks fully paid parental bereavement leave
- 4 weeks fully paid pregnancy loss leave
- 10 days fully paid fertility leave per cycle (up to three cycles in any 12-month rolling period)

For full details of the package, please refer to the policy document.



## TWO

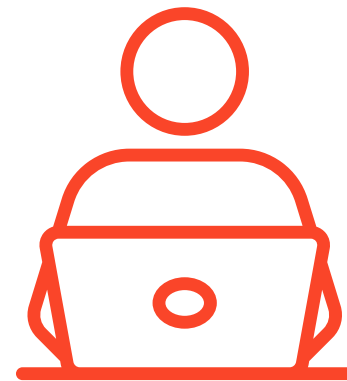
### Monthly Social Events

Our monthly social events are a huge part of our company culture, and help the team to relax, unwind, and connect away from the office environment. On top of social events, we love an opportunity to spend time together as a team – whether that be a welcome lunch for new starters, after-work drinks, or team lunches in the office – and always look for ways to have fun!



## THREE

### Flexible 'Work From Anywhere' Policy



We understand that personal appointments, childcare, family emergencies, and many other scenarios can make working from the office difficult, which is why we introduced our 'work from anywhere' policy. This is exactly what it says on the tin, and means that the team can work from wherever they feel most comfortable and productive.

We want our team to have the autonomy and flexibility to work in way that suits them, whether that be from the office, or from the comfort of their own home. We do have a fabulous new office in Leeds City Centre, and we love seeing everyone in the office, but ultimately, your workspace is completely your choice.

## FOUR

### Private Medical Care

Aviva private medical insurance is provided as a benefit which covers medical, dental and optical needs. The insurance can also be extended to spouses and dependents for an additional monthly cost.

For full details, please refer to the policy documents.







# 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.**

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## **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 us 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.

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## **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 clients.

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.



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## **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.

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## **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.

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## **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 isn't only self-proclaimed, but also recognised by others in the industry.

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## **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!





The word "CIRCUS" is displayed in a bold, teal, sans-serif font on a dark teal rectangular background. To the right of the logo are two orange speech bubble icons.

"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."



**Chloe**  
PPC Analyst





**"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 Teams or Whatsapp.**

**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."**



**Steph**

**Brand Communications Manager**



# 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.



**AHMED**  
COMMERCIAL DIRECTOR



**ANNA**  
HEAD OF CLIENT SERVICES



**ARTHUR**  
PPC EXECUTIVE



**LUISA**  
PPC EXECUTIVE



**MEG**  
OPERATIONS MANAGER



**PAUL**  
STRATEGY DIRECTOR



**CHLOE**  
PPC MANAGER



**CLAUDIA**  
PPC ANALYST



**DEV**  
PPC REPORT ANALYST



**RAMNEET**  
PPC ANALYST



**RICK**  
MANAGING DIRECTOR



**RU**  
PPC ANALYST



**DONYA**  
PPC ANALYST



**INNY**  
PPC MANAGER



**LAUREN**  
PPC EXECUTIVE



**STEPH**  
BRAND COMMS MANAGER

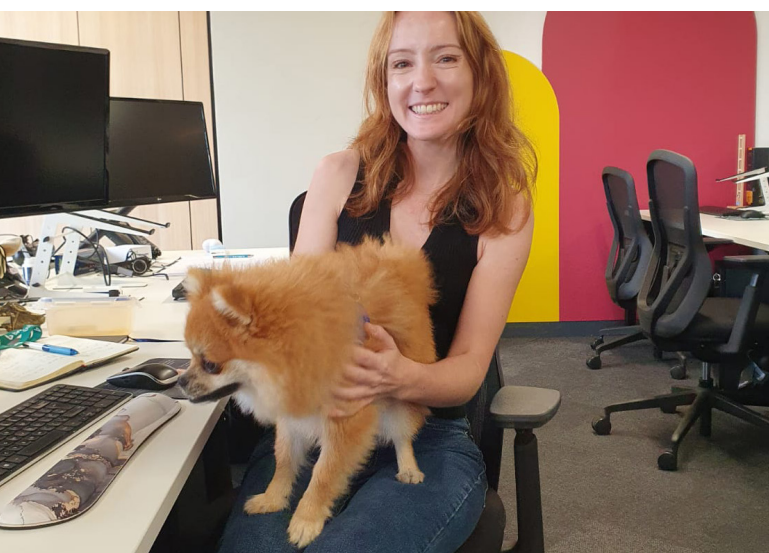


**TRISTAN**  
PPC EXECUTIVE



**WILL**  
OPERATIONS DIRECTOR







# Our Clients

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

## ROMAN

SALES INCREASE

**875%**

REVENUE INCREASE

**897%**

INCREASE IN ROI

**33%**



Circus have taken paid search from being a channel we have historically struggled with, to one which is delivering six-figure incremental revenue to our brand within four months.

Marketing Manager, Roman

## NATIONWIDE NUMBER PLATES

REVENUE INCREASE

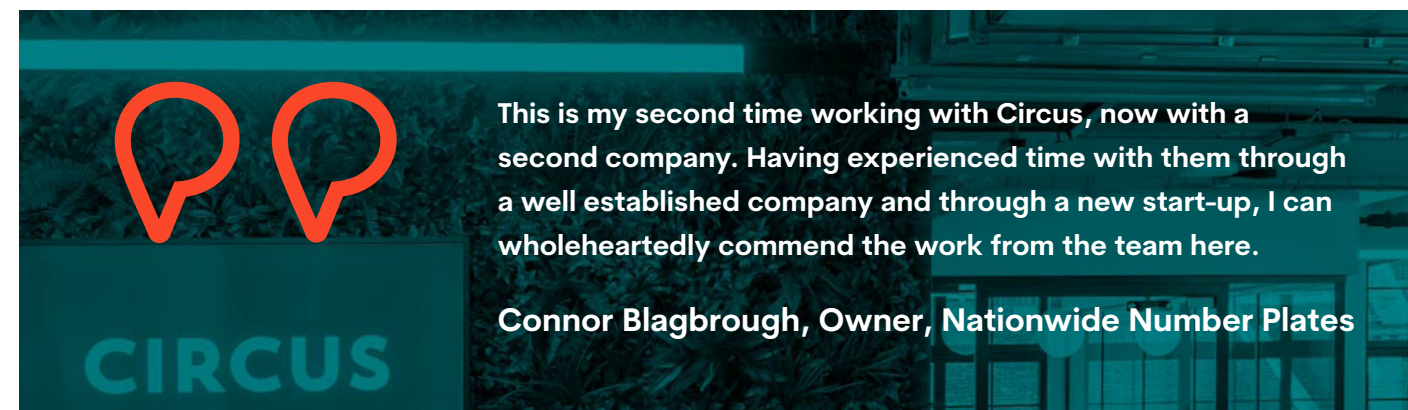
**1,125%**

SALES INCREASE

**1,043%**

ROI INCREASE

**119%**



This is my second time working with Circus, now with a second company. Having experienced time with them through a well established company and through a new start-up, I can wholeheartedly commend the work from the team here.

Connor Blagbrough, Owner, Nationwide Number Plates



THE STATELY HOUND





# 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 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.



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## 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 reach 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.



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## 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.



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## VISION

**Our vision is to provide the very best in PPC management and support 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 revenue.





# Thank you for being part of... **CIRCUS**

An industry-leading Google  
Premier Partner agency made  
up of talented, tenacious,  
determined, honest, innovative  
and experienced PPC experts..



[circusppc.com](https://circusppc.com)