VIRALISTIC

MARKETING

More clients, without buying attention you cannot keep.

You want more clients. That is the goal, and it is a fair one. The problem is that most marketing budgets are spent on top of a foundation that leaks: a story nobody can repeat, a website that underperforms, a brand that is invisible in Google and in AI answers. We fix the foundation first. When it is healthy and you still need more, we run Google Ads and Meta Ads the way we do everything else: from your brand script, in the open, together.

Why we often say no to marketing

Most of the time, when someone asks us for marketing, we say no and offer something better. That sounds strange for an agency, so here is the reasoning. If the basis of your company is not clear yet, if you cannot explain the value of your business within a few minutes, campaigns will amplify confusion. If your website is malfunctioning or cannot be found online, you will pay to send people to a place that loses them. If your SEO and your visibility in AI answers are not in order, you will keep buying every visitor instead of earning them.

In those situations the first step is not an ad. It is a brand script, a working website or a search foundation. In the long run that saves you a lot of time and money, which is exactly why we sell it instead.

The foundation check

Before we talk budgets, we check the building bricks. Can you explain the value of your business in a few minutes? That is your brand script. Does your communication say the same thing everywhere? That is your brand. Does your website work, load fast and turn the right visitors into enquiries? That is your webdesign. Are you found in Google and recommended in ChatGPT and other AI answers? That is your SEO and AI findability.

When every brick is in place, you usually already see enough results. Technical excellence plus findability does most of the work. Marketing is the cherry on top, and a cherry only makes sense on a cake that holds.

When ads do make sense

Sometimes the foundation is healthy and you still need more clients. Then we run Google Ads and Meta Ads, and we run them the way we do everything else. We take the communication basis we created in your brand script and build the campaigns off your brand guide, so every ad sounds and looks like you. We experiment first on a larger audience, because assumptions are cheaper to test than to defend. When the results come in, we sit down together, show you what happened and decide with you where to focus more budget.

It is an interactive way of working. You see every number, and you help decide the next move.

The plan in three steps

First, we check your foundation and tell you honestly what is missing. Second, we fix what is missing, in the right order: story, website, findability. Third, when the basis is healthy, we run campaigns built on your brand, test broadly and sharpen the focus with you.

What you avoid, and what you gain

Without this order you pay for attention you cannot keep: campaigns that bring people to a message they do not understand or a website that lets them go. With it, you get clients who find you because you are good and visible, and campaigns that start from a clear story and a brand people recognise. Growth that keeps compounding after the budget stops.

Not sure which brick is missing? Plan a strategic call and we will walk through your foundation together.

Frequently asked questions

Do I need SEO before I run ads?

In most cases, yes. SEO and AI findability keep bringing clients after a campaign stops, and they make every paid click more effective because people who research you find a consistent, authoritative presence. We put that foundation first and add ads when you need more.

Which platforms do you run campaigns on?

Google Ads and Meta Ads. Both are built on your brand script and brand guide, so the campaigns sound and look like you. We start with a broad test, review results with you and then concentrate budget on what works.

How do you decide where the budget goes?

Together. We test on a larger audience first, show you the results in a review, and decide with you which audiences, messages and placements deserve more budget. You see the numbers and you share the decision.

What if my brand or website is not ready?

Then that becomes the first step, and we tell you so. A brand script, a working website or a search foundation usually brings results on its own, and it makes any later campaign far more effective.

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