

CAPABILITIES

SCB X [CLIENT NAME]

Month DD, 20XX

SEARCH CLICK BOOM



01

MEET SCB

Who we are

SearchClickBoom is a B2B SaaS specialized digital agency built to help businesses scale what matters most.



HEY

We're so excited to chat with you today. SearchClickBoom exists to make your life easier. Too many agencies overcomplicate the process of driving paid media results on SEM & LinkedIn. We don't. We're not afraid to get our hands dirty and we're in the business of driving results. Let's get into it.



**Results.
Acceleration. Ease.**

Stop paying for leads that don't equal revenue

PIPELINE FIRST

SEARCH CLICK BOOM

If your CPL looks “fine” but pipeline isn't moving, you're not failing at ads. You're feeding the platforms the wrong signals.

SCB fixes the signal, controls intent, and scales PPC without buying junk leads.

Sound interesting? Let's chat.

WHY SOB?

01

Big Agencies

Too much overhead, not enough ownership.

02

Outsourcing

Low cost, low context, low accountability.

03

In-House

Expensive, slow, siloed operation from rest of market & hard to scale

04

Generalist Agencies

Broad expertise, Shallow B2B SaaS results



Flexibility

Our agreements are designed to earn trust through performance.



Founder-led strategy

No junior teams or agency bait-and-switch.



Accountability to business outcomes

No vanity metrics or channel-isolated KPIs. Real business results, real business impact.



Focused B2B SaaS expertise

Purpose built for complex & long sales cycles.

SCB exists to drive B2B SaaS growth without the usual tradeoffs

Operating Model

Built for PLG + sales-led SaaS (ACV \$500–\$500k)

Tracking + attribution that stops optimization toward garbage conversions

Weekly recaps of every change we made (no black box)

1:1:1 model: same person audits, manages, optimizes, and owns relationship. Full transparency, full access, full accountability.

We go from audit to hands on keys in a matter of days.

No fluff, no frills, no downtime.

02

CAPABILITIES

Capabilities



1.

Digital Strategy

2.

Paid Search

3.

**Paid Social &
Emerging Channels**

4.

**Performance Creative
and Landing Pages**

Digital Strategy with SCB

It's not about
driving leads...

It's about driving
leads that matter.

Business & Goals Immersion

We start by deeply understanding your business model, ICP, sales motions, buying cycle, and revenue goals — ensuring every campaign ties to growth priorities.

Data Integration & Utilization

We build unified data flows across paid platforms, analytics, and CRM so that optimization decisions are driven by real impact — not guesswork.

Ongoing Optimization & Reporting

Daily management isn't about arbitrary rules — it's about narrowing focus to what actually improves pipeline metrics and driving continuous performance gains.

Test & Learn Orientation

Structured experimentation — from audience splits to messaging tests — ensures we systematically uncover what scales and what doesn't.

Transparent Management

Transparent management means full visibility into performance, budgets, and decisions, so you always know what's working, what's changing, and why.

Paid Search

01

Capture demand around real buyer problems and bottom-funnel searches.

02

Cut wasted spend with tighter targeting and rigorous search-term exclusions.

03

Feed qualified conversion signals back into campaign optimization.

SALUS / PAID SEARCH

20 non-brand opportunities. \$2,000 each.

Salus generated two paid-search opportunities in all of 2025. We narrowed targeting around bottom-funnel terms, excluded irrelevant searches, and tightened keyword and conversion signals. Our first three months produced 20 non-brand opportunities on \$40,000 in spend.

Paid Social & Emerging Channels

LinkedIn

Reach the people who influence the deal. Align audiences, offers, and creative.

Reddit

Show up around the problems buyers discuss. Give them something useful to click.

Meta

Test messages, reconnect with interested buyers, and optimize toward qualified actions.

OpenAI Ads / Conversational discovery

Reach buyers as they explore questions and compare solutions in ChatGPT. Test with clear goals and measured spend.

MARPIPE / ~\$1,000 PER QUALIFIED ENTERPRISE DEMO

After a 1-2 month ramp-up, LinkedIn campaigns across the funnel and retargeting of high-value engagement brought in qualified demos for an ICP with typical deal values around \$40,000.

Performance Creative

Don't let creative be your blocker. We build assets, test messages, and adapt across channels.

LINKEDIN & META

[FREE PRODUCT FEED AUDIT] marpipe

YOUR FEED HAS A SCORE

0-100 • SEVEN CHANNELS

FEED-AUDIT SNAPSHOT - PARSED LOCALLY			
META 92 GOOD	GOOGLE 88 GOOD	SNAP 71 OK	PINTEREST 66 OK
TIKTOK 41 POOR	AMAZON 34 POOR	EBAY 84 GOOD	

Drop a CSV — see each channel score and exactly what's dragging it.

[AUDIT YOUR FEED →]

DISPLAY

rater8

4.9 ★★☆☆☆

Half the story.

Get the Free Report

rater8 RATER8 DATALABS

★★★★★

Half the story.

GET THE FREE REPORT

REDDIT

HAUS

* VALIDATOR

NO SIGNAL

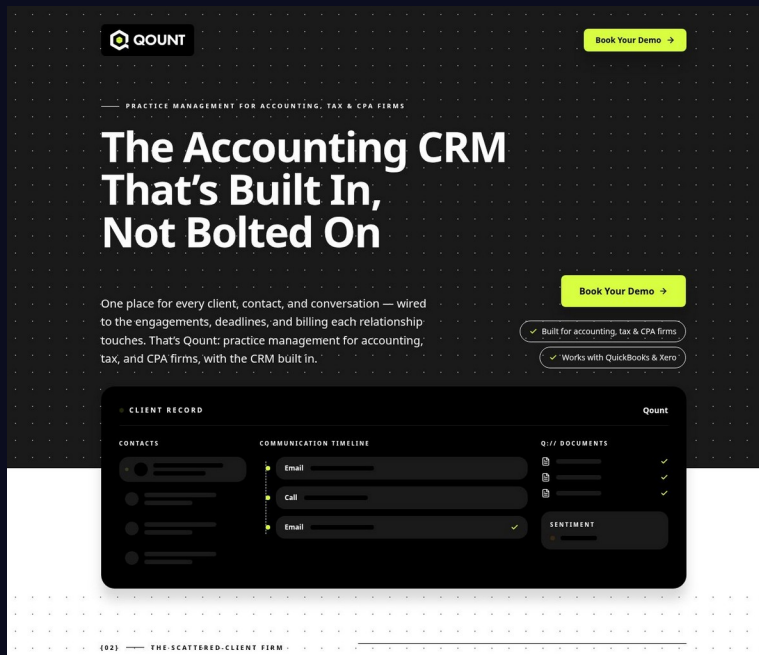
No rewards.

You'd never know.

Check Now →

Landing Pages

Your brand. Your voice. A page for every campaign.



QOUNT / ACCOUNTING CRM
SEARCH CLICK BOOM

Built to match your brand

Strict brand standards, down to tone and voice. AI-written or AI-collaborated copy that sounds like you.

Matched to the click

A dedicated page for every audience, theme, funnel stage, and keyword, with an offer that matches the click.

Up to 40%

higher demo and trial conversion rates

03

APPROACH

Simple, ongoing, results-oriented

01

Goals

We start by aligning on the business outcomes that matter most—pipeline quality, revenue impact, and scalable growth.

02

Audit

We conduct a deep audit of accounts, data, and funnels to identify inefficiencies, missed opportunities, and quick wins.

03

Planning

Audit insights are translated into a focused 30/60/90-day plan designed to drive measurable performance improvements.

04

Optimization

Ongoing optimization prioritizes testing, learning, and reallocating spend toward what demonstrably improves results.

04

OUR WORK

We're in the business of results

ChAI

+130%

Increase in conversion rate, leading to considerable pipeline growth

Andros

+333%

Opportunities
+366% MQL-to-opportunity conversion rate
61% lower PPC spend

DataSpark

+350%

ROI
While simultaneously increasing opportunity volume

Anonymous

+513%

Increase in meetings booked within the first 90 days of working together

LET'S CHAT



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Free Audit

