

LLT Media Quality Assurance Policy



1. Introduction

LLT Media is committed to delivering high-quality digital marketing services to our clients, specialising in optimising Google Ads campaigns for residential construction companies. This Quality Assurance Policy outlines the procedures, standards, and responsibilities that ensure consistent and high-quality service delivery across all client engagements.

2. Quality Standards

- **Service Specialisation**: LLT Media focuses exclusively on Google Ads campaigns targeting residential construction companies in the UK. This specialisation ensures that our strategies are finely tuned to meet the unique needs of our clients.
- **Expertise**: Our team comprises professionals with over 9 years of experience in running, converting, and optimising high-quality Google Ads campaigns. The deep expertise of our team forms the backbone of our quality assurance process.
- **Continuous Optimisation**: We commit to constant campaign optimisation, ensuring that all Google Ads campaigns are continuously refined to improve performance and maximise ROI.

3. Quality Assurance Process

- **Client Onboarding**:
 - **Initial Assessment**: Each new client undergoes a comprehensive assessment during the onboarding process, which includes understanding their business objectives, target audience, and current digital presence.
 - **Strategic Planning**: Based on the initial assessment, a detailed plan is created outlining the approach, timeline, and key milestones for the project.
- **Project Execution**:
 - **Campaign Setup**: Every campaign is set up according to best practices, with attention to detail in keyword selection, ad copy, and targeting parameters.
 - **Fortnightly Reporting**: Clients receive detailed fortnightly reports on campaign performance, including key metrics, insights, and recommendations for improvement.
 - **Regular Strategy Sessions**: We conduct regular strategy sessions with clients to discuss progress, review results, and adjust strategies as needed.
- **Client Feedback**: Regular client feedback is sought to ensure that our services meet or exceed expectations. This feedback is integral to our continuous improvement process.

4. Issue Resolution

- **Transparency**: We maintain open and honest communication with clients at all stages of the project. Any issues identified during the campaign are promptly communicated, along with proposed solutions.

- **Timely Response**: We commit to addressing any client concerns or issues within 24 hours of notification. This ensures that any potential problems are resolved quickly, minimising impact on campaign performance.

- **Corrective Actions**:

- **Root Cause Analysis**: When an issue is identified, a root cause analysis is conducted to determine the underlying factors contributing to the problem.

- **Action Plan**: Based on the root cause analysis, an action plan is developed to address the issue and prevent its recurrence. This plan is communicated to the client and implemented promptly.

5. Continuous Improvement

- **Feedback Loop**: We utilise a structured feedback loop where insights from performance monitoring and client feedback are used to refine and improve our processes, tools, and techniques.

- **Training and Development**: Our team members undergo continuous training to stay updated on the latest trends, tools, and best practices in digital marketing. This commitment to professional development ensures that we maintain the highest standards of service delivery.

- **Innovation**: We are committed to adopting innovative approaches and emerging technologies to enhance the effectiveness of our campaigns. This includes leveraging advanced analytics tools and techniques to optimise performance.

6. Conclusion

LLT Media's Quality Assurance Policy ensures that every client receives consistent, high-quality service. By adhering to the procedures and standards outlined in this policy, we aim to exceed client expectations and achieve outstanding results in every campaign. We are dedicated to continuous improvement, ensuring that our clients benefit from the most effective and innovative digital marketing strategies.

This policy was reviewed and adopted by	LLT MEDIA
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