

We don't just run ads. We build the engine behind the results.

Paid social, creative strategy and reporting — built as one system that outlives any single platform.

META

GOOGLE

PINTEREST

TIKTOK

LINKEDIN

SOUTHSIDE
SOCIAL 

Small, senior, boutique on purpose.

Southside Social is a boutique paid social agency. We work with a small number of brands at a time — senior hands on every account, no junior hand-off, no templated decks.

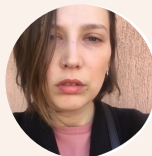
We specialise in three places we know we can move the needle: direct-to-consumer e-commerce, B2B lead generation, and purpose-driven brands. We've run accounts profitably across Europe and the Middle East, and we report what the ads actually drove — not what a flattering pixel claims.



**Nadja
Stanojević**
FOUNDER ·
STRATEGY



**Miloš
Kamenov**
PAID
ADVERTISING



**Iva
Radovanović**
DESIGN

DISCIPLINE

Paid social & full-funnel

PLATFORMS

Meta · Google · Pinterest · TikTok · LinkedIn

SPECIALISM

DTC · B2B lead gen · purpose-driven

MARKETS

Europe & the Middle East

CREDENTIALS

Meta Certified Media Buying Professional · Motion Creative Strategy Bootcamp

Four things we won't compromise on.

Honest reporting

We fix tracking before we scale, strip mis-attributed revenue, and report the real number. Results that survive clean attribution are results you can trust.

Creative is the growth lever

Built with our TEEP framework — Tension, Emotion, Execution, Proof — using your customers' own language, tested hard across angles and hooks.

Full-funnel by design

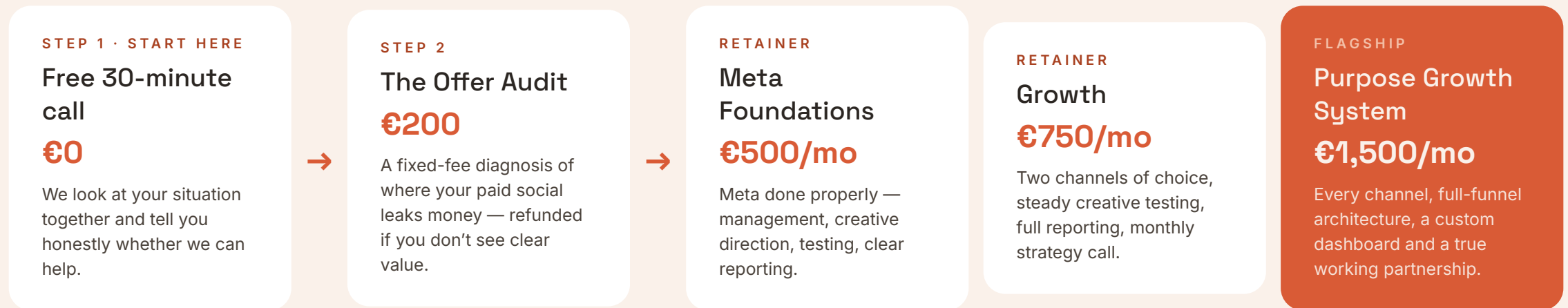
Prospecting, mid-funnel and bottom-funnel each get their own job and creative — so spend compounds into a system, not a series of one-off campaigns.

Boutique on purpose

A handful of clients, senior attention, real partnership. We build accounts you could run yourself — and document them so you can.

One clear path in.

Every engagement starts the same honest way: a free call, then a fixed-fee audit — so you buy with evidence, not hope. Three retainers built on the same system, scaled to the brand.



Purpose Growth System

€1,500/mo

- All channels run as one system — Meta to create demand, Google to capture it, Pinterest for discovery
- Full-funnel architecture: prospecting, mid-funnel and bottom-funnel, each with its own creative and job
- TEEP creative strategy at high testing velocity — audiences, creatives and hooks tested continuously
- Tracking & attribution rebuilt first, so every decision follows clean numbers
- Custom Looker Studio dashboard as your single source of truth
- Weekly working cadence plus a monthly strategy review deck

BEST FOR

Scaling, multi-channel brands

MIN. AD SPEND

€3,000–5,000 / mo

TERM

3-month minimum, then monthly

Growth

€750/mo

- Two channels of your choice (e.g. Meta + Google, or Meta + TikTok)
- Creative strategy with a steady pipeline of tested concepts
- Audience structure, retargeting and ongoing optimisation
- Full monthly reporting tied to business goals, not vanity metrics
- A monthly strategy call to set priorities and read the numbers together
- A clear path to upgrade into the full system when you're ready to scale

BEST FOR

Growing brands on two core channels

MIN. AD SPEND

€2,000 / mo

TERM

3-month minimum, then monthly

Meta Foundations

€500/mo

- Meta only — Facebook & Instagram, managed as one account
- Campaign management and ongoing optimisation
- Creative direction to keep the account fresh and on-message
- Audience structure and disciplined testing within Meta
- A clean monthly report you can actually read
- The fastest way to prove the channel before scaling up

BEST FOR

Single-channel brands & proof-of-concept

MIN. AD SPEND

€1,000–1,500 / mo

TERM

3-month minimum, then monthly

A free call, then the Audit.

€200_{one-off}

The honest way in. First, a free 30-minute call — we look at your situation together and tell you straight whether we can help. If it makes sense, a fixed-fee Audit — so you buy with evidence, not hope.

- A full review of your account, tracking, audience structure and creative
- A clear read on where spend is leaking and why
- A concrete, prioritised plan for the next 90 days
- Delivered in 1–2 weeks
- If you don't see clear value, it's fully refunded
- The €200 fee credits toward your first month if you go on to a retainer

STEP 1

Free 30-minute call — no commitment

STEP 2

The Offer Audit — €200, fixed fee

RISK

Refunded if you don't see clear value

Available à la carte.

Alongside any retainer, scoped per project.

Landing page & CRO	A focused, high-converting page so the traffic you pay for actually lands somewhere built to sell.
Email & retargeting flows	Welcome, abandoned-cart and re-engagement flows that turn first-time buyers into repeat revenue.
Enhanced creative production	A higher volume of static and short-form video, produced and refreshed to beat fatigue.
Brand Voice playbook	A one-off documented system for how the brand sounds across every ad and channel.
Lead-magnet funnel	A complete eBook or offer funnel that captures first-party leads cheaply — the HektarMeteo model.

From audit to engine.

/ 01

Audit

We diagnose the account, fix the questions before the spend, and agree the plan.

/ 02

Build

Tracking and attribution first, then funnel architecture and the first wave of tested creative.

/ 03

Launch & test

Campaigns go live; audiences, creatives and hooks are tested against real results.

/ 04

Scale & report

Budget follows the winners, read through one dashboard, reviewed together on a steady cadence.

Three brands, real numbers.

DTC FOOD · IRELAND

OAC Snacks

1.72 → 3.2× ROAS

A leaking early-stage account rebuilt into a full-funnel system — figures cleaned of pixel mis-attribution. A 25% mid-funnel retargeting conversion rate, then handed over in-house, fully documented.

DTC HAIR CARE · UAE

Nola by Gala

3×+ held 2 years

A blank account rebuilt around creative. ROAS moved between 3× and 6× with the seasons and never fell below 3× — holding even after we fixed the pixel and tightened attribution.

B2B AGRI-TECH · SERBIA

HektarMeteo

€31.50 per enquiry

A lead engine built from zero: growers ready to buy a €300–900 device at €31.50 each, plus 447 eBook leads at €1.97 — paused only because demand outran capacity.

IN THEIR WORDS

“A safe pair of hands.”

“

Southside Social took our paid ads from something we were nervous about to a real growth driver for our DTC business. None of us had strong Meta ads experience, and they got Facebook and Instagram performing while helping us expand into new channels. It was always great working with them, clear communication, smart strategy, and a team that genuinely cared about our results.”

— OAC SNACKS · DTC FOOD, IRELAND

—

“You never made us feel out of our depth, even though we came in knowing very little about paid ads.”

—

“More DTC sales was the headline, but we also saw a lift in traffic and overall brand awareness across our socials.”

Clear, and on your side.

Billing

Monthly retainers are billed in advance. The Audit is a one-off fixed fee, credited to month one on signing a retainer.

Ad spend is separate

Your media budget is paid directly to Meta, Google or Pinterest — never through us. Your spend goes entirely to reaching customers.

Minimum term & notice

A three-month minimum lets campaigns exit the learning phase and gather meaningful data — then it's month to month, and either side can close with one month's notice. No long lock-ins.

You own everything — reported honestly

We work in your ad accounts, not ours: accounts, history, audiences and creative all stay with you. And we report results cleaned of mis-attribution — the number you see is the number the ads drove.

Let's start with a free call.

Thirty minutes, no commitment — we'll look at your paid social together and tell you honestly whether we can help. If it makes sense, a fixed-fee €200 audit turns that into a concrete plan. The honest way to see what your paid social could do.