

Platforms change. Results shouldn't.

A boutique paid social agency building media systems that outlive any single platform — for DTC e-commerce, B2B lead generation and purpose-driven brands.

NIŠ, SERBIA

META CERTIFIED MEDIA BUYING PROFESSIONAL

SOUTHSIDE-SOCIAL.COM

SOUTHSIDE
SOCIAL 

Platforms change. Results shouldn't.

Small, senior, and built around results.

Southside Social is a boutique paid social agency. We don't just run ads on a platform — we build the system underneath them.

That means structured testing, creative strategy that earns attention, full-funnel architecture, and reporting a founder can actually trust. The kind of work that keeps performing when the platforms, the algorithms and the costs all shift.

BASED IN
Niš, Serbia

CREDENTIALS

Meta Certified Media Buying Professional · Motion Creative Strategy Bootcamp

CHANNELS

Meta · Google · Pinterest · TikTok · LinkedIn

WE WORK WITH

DTC e-commerce · B2B lead gen · purpose-driven brands

ACROSS

Europe & the Middle East

What we do.

- | | | |
|----|--------------------------|--|
| 01 | Paid Social | Meta-led media buying, built across the full funnel — from prospecting to retargeting to retention. |
| 02 | Multi-channel | Google Ads, Pinterest, TikTok and LinkedIn layered in to capture intent and extend reach beyond a single platform. |
| 03 | Creative Strategy | Research-led concepts and creative direction that earn attention — never one-off posts. |
| 04 | Measurement | Dashboards and reporting a founder can actually trust, so every decision follows the evidence. |

Our method, in four steps.

/ 01

Audit & strategy

We start by understanding the account, the audience and the numbers — then set a plan worth following.

/ 02

Creative & testing

Research-led creative, tested hard across audiences, formats and copy to find what truly lands.

/ 03

Scale what works

Double down on the winners; cut what doesn't earn its place. Spend follows evidence.

/ 04

Report & iterate

A clear weekly read and honest reporting, so the system keeps improving month after month.

The people on your account.

Boutique on purpose: a small number of brands at a time, and senior hands on every one — no junior hand-off, no templated decks.



Nadja Stanojević

Founder · Paid Social Strategy

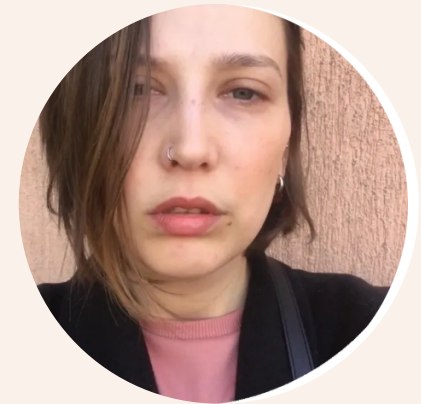
Meta Certified Media Buying Professional
· Motion Creative Strategy Bootcamp



Miloš Kamenov

Paid Advertising

Campaign management, testing &
optimisation



Iva Radovanović

Design

Creative & brand design across every
format



OAC Snacks — from 1.72 to 3.2× ROAS, honestly.

THE CHALLENGE

An early-stage account running at 1.72 ROAS — one broad ad set, no retargeting funnel, no structured testing — and a precise brand voice to protect while scaling.

WHAT WE DID

Rebuilt it as one system across Meta, Google Search and Pinterest: tracking fixed first, a research-led (TEEP) creative framework with 20+ tested angles, full-funnel architecture and unified Looker Studio reporting.

THE RESULT

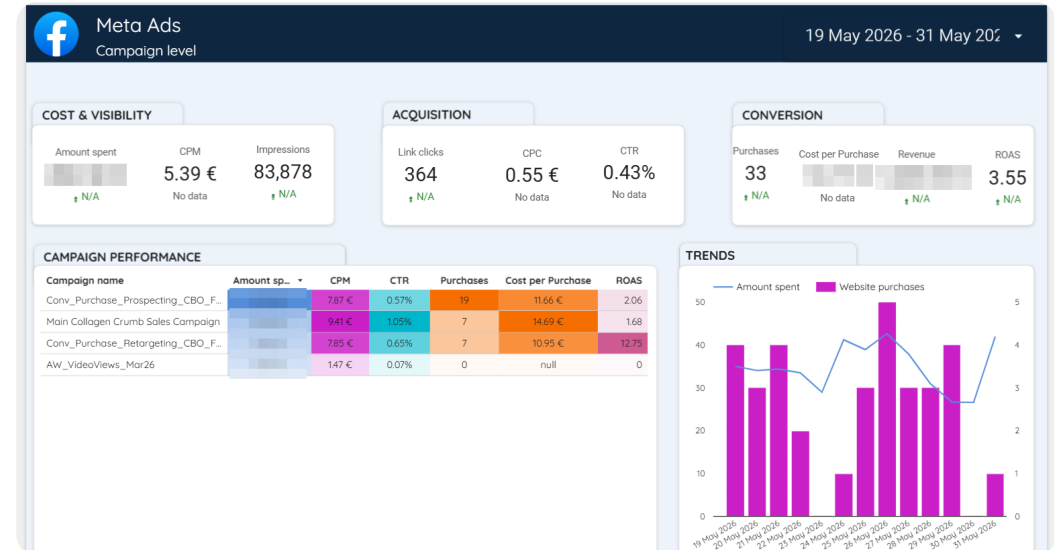
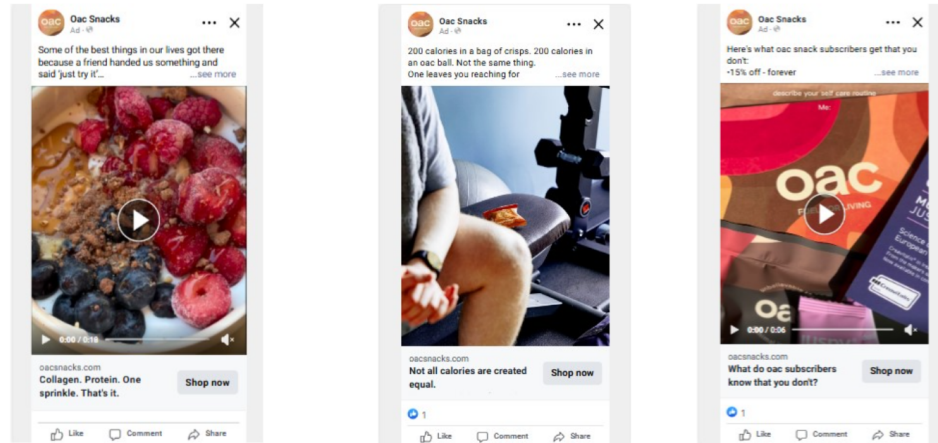
A 3.2× blended ROAS — reported cleaned of pixel mis-attribution — with retargeting converting at 25%. Handed over fully documented when OAC brought paid media in-house: a planned, successful exit.

1.72 → 3.2×

blended ROAS in three months — figures cleaned of pixel mis-attribution

SECTOR	DTC food · Ireland
CHANNELS	Meta · Google · Pinterest
ENGAGEMENT	~4 months · in-house handover

OAC — the work, and the read.



Left: a selection of top-performing OAC ads — product, lifestyle and recipe angles, built in the brand’s own voice. Right: the Looker Studio dashboard every decision was read through — one honest source of truth across Meta, Google and Pinterest.

OAC — in the wild.



As customers actually met the brand in feed — the on-the-go lifestyle angle, the Collagen Crumb UGC creator angle, and the subscription push. Straight from the platform, not a mockup.

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.”



Nola by Gala — a held 3x+ ROAS in the UAE.

THE CHALLENGE

A blank Meta account in the crowded, claim-heavy UAE hair-care market — needing growth that held, not a spike that fades.

WHAT WE DID

Made creative the engine: structured testing across audiences, creative and copy, video-first and ingredient-led, with weekly reporting the brand could finally trust.

THE RESULT

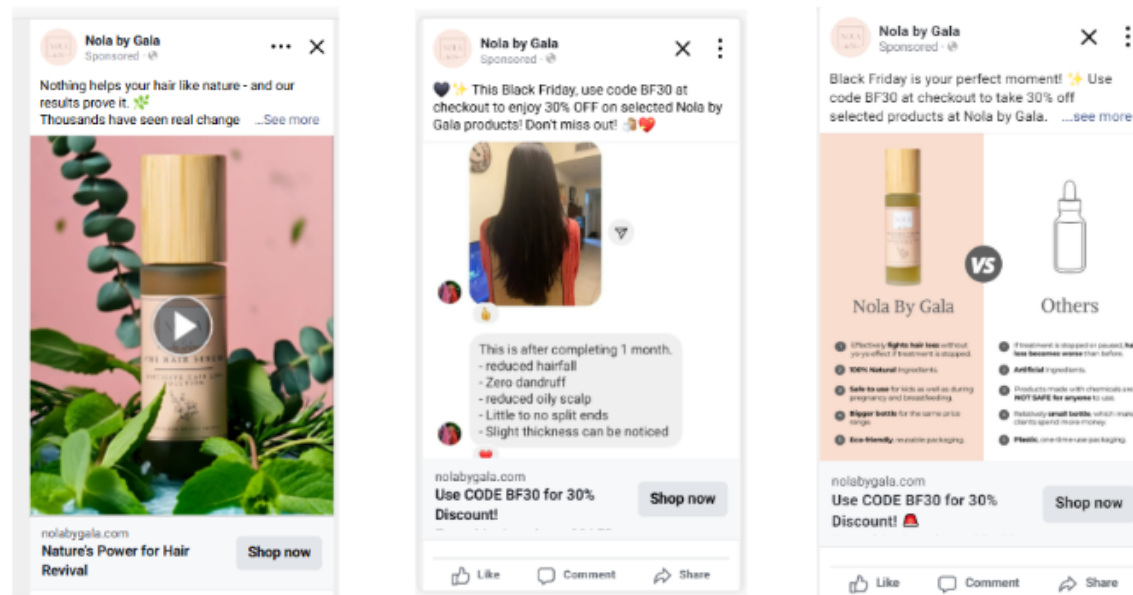
A ROAS held above 3x across a full two-year partnership — moving between 3x and 6x with the seasons, and holding even after we fixed the pixel and tightened attribution in early 2025.

3x+

ROAS held over a two-year partnership — 4.5x on retargeting, on Meta's own reported figures

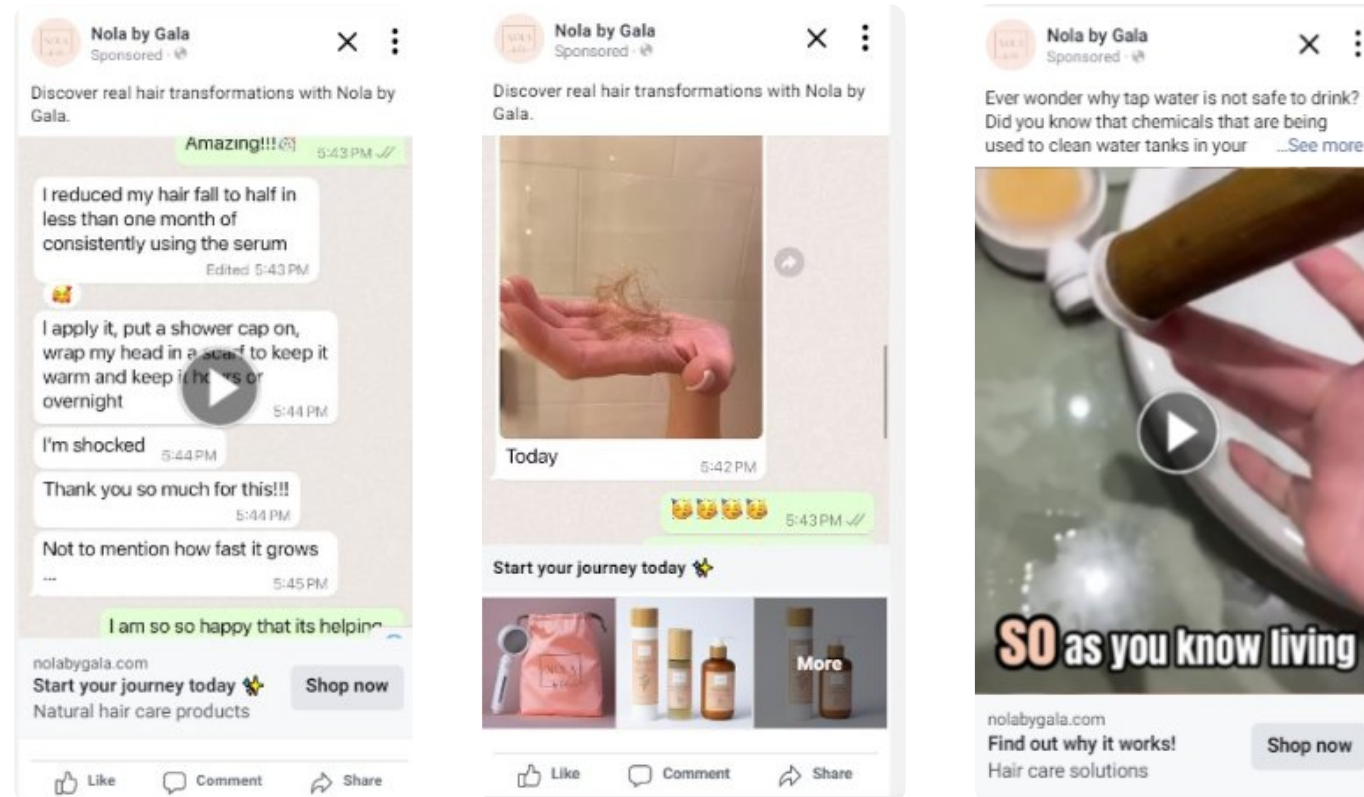
SECTOR	DTC hair care · UAE
CHANNEL	Meta
ENGAGEMENT	2 years (concluded)

Nola — the work.



A selection of the ads we proposed and built — an ingredient-led product angle, real customer results, and a direct comparison angle. The top-performing ad reached a 7.1× ROAS.

Nola — in the wild.



Straight from the feed — customer WhatsApp conversations, real transformation stories, and the ingredient-education angle, exactly as UAE audiences saw them.



HektarMeteo — ready-to-buy growers at €31.50 each.

THE CHALLENGE

Growers ready to buy a €300–900 monitoring device — a considered purchase, a niche regional audience, and a lean budget where every euro had to earn its place.

WHAT WE DID

A two-track lead-gen build — a free eBook plus a direct enquiry campaign — with creative, targeting and landing pages all designed by us, tested across every format.

THE RESULT

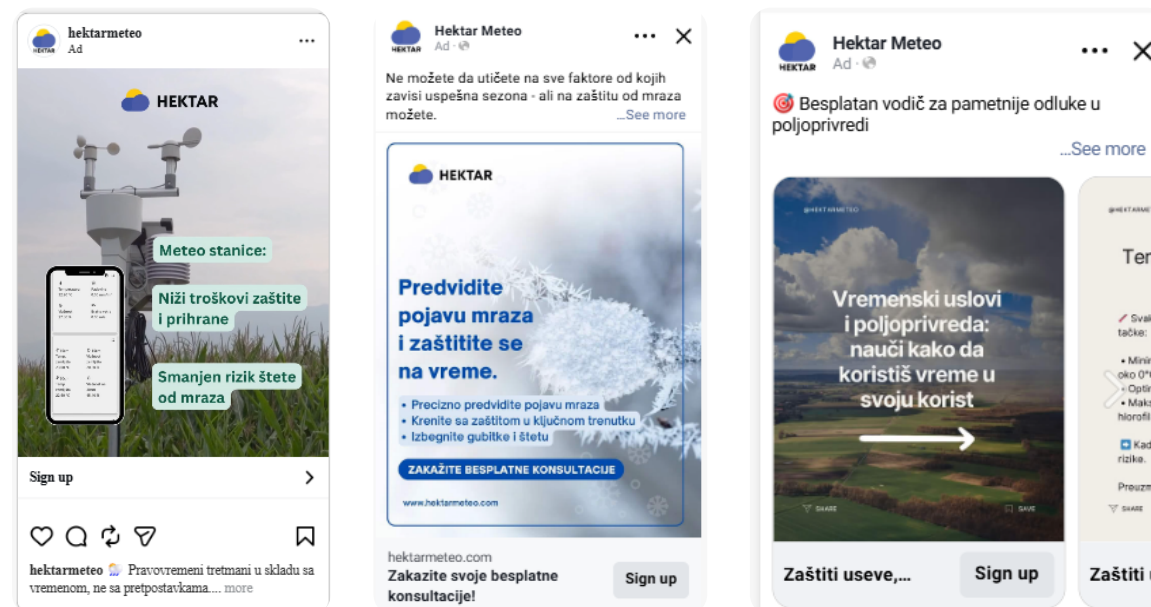
28 growers ready to talk to sales at €31.50 each, 447 eBook leads at €1.97, and a 1.64% click-through in a narrow audience — so much demand the campaigns were paused by choice while the team caught up.

€31.50

per grower ready to talk to sales about a €300–900 device — on roughly €880 of total spend

SECTOR	B2B agri-tech · Serbia
CHANNEL	Meta · lead gen
STATUS	Paused by choice — pipeline full

HektarMeteo — the work.



The system was ours end to end — creative, targeting and landing pages. Product ads for the weather stations, frost-protection angles timed to the season, and the free eBook that built the audience — all in the growers' own language.

Selected clients.

A mix of e-commerce, B2B lead generation and purpose-driven brands — across Serbia, Ireland, the UAE and beyond.



OAC Snacks



Nola by Gala



HektarMeteo



Sult Competitions



Clean Sheet



Seven Sisters

Let's build something that lasts.

If you're a brand that wants paid social done with care, strategy and a system that holds — we'd love to hear from you. It starts with a free 30-minute call.

SOUTHSIDE
SOCIAL 

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