Click Squad

PPC & SMM Services for IT Company

PROJECT DETAILS

🏷 **Pay Per Click, Social Media Marketing**

📅 **Jan 2021 - Ongoing**

💲 **Less than $10,000**

❝ *"They really dig deep to make sure our ads run effectively."*

PROJECT SUMMARY

Click Squad is helping an IT services company manage their PPC and social media ads, with the goal of acquiring more leads and expanding their reach across the country.

PROJECT FEEDBACK

Since working with Click Squad, the client has seen an increase in leads along with a reduction in their CPC rate. The team works thoroughly, meets all deadlines, and touches base regularly to ensure both sides are always on the same page. Overall, they've been a professional and reliable partner.

The Client

Please describe your company and your position there.

I own an IT services company and I lead the growth department.

The Challenge

For what projects/services did your company hire Click Squad?

We wanted to run PPC ads and social media ads for our services to acquire more clients and expand our services to new countries.

Owner & Head of Growth, IT Company

IT Services

India

CLIENT RATING

4.5
Overall Score

Quality:	5.0

Schedule:	5.0

Cost:	4.0

Would Refer:	4.0

The Approach

How did you select this vendor and what were the deciding factors?

we wanted an agency who understands our services and target audience. Clicksquad is a similar agency like ours however they offer marketing and advertisement services which we do not hence their support was required.

Describe the project in detail and walk through their service package.

We wanted to reach out to businesses using Shopify for their ecommerce sites to approach them offering our design, development and web maintenance services depending upon their requirement and size of the inventory.

How many resources from the vendor's team worked with you, and what were their positions?

1 google ads expert and 1 meta expert, additionally paul used to be on the call to direct and monitor the work.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

we managed to generate leads on our landing pages and after few months we managed to reduced our cost per conversion vastly as well.

How effective was the workflow between your team and theirs?

we scheduled weekly work in progress calls to setup the ads and to monitor what is working and scale the ad spent accordingly.

What did you find most impressive or unique about this company?

Timely updates and eye for the details. Also, they really dig deep to make sure our ads run effectively.

Are there any areas for improvement or something they could have done differently?

none for me