

What does vector clicks do?

Our Role:

Running a business is not only about having a good product or providing a great service. People need to know that your business exists, and more importantly, the right people need to find you when they are looking for what you offer. This is where vector clicks help. We are a google ads firm that helps businesses reach potential customers through google. When people search for a product, service, solution, or business, they are already showing an interest in finding something. Our job is to help your business appear in front of those potential customers at the right moment.

Get right click:

At vector clicks, we don't believe that successful advertising is simply about getting as many clicks as possible. A click by itself does not grow a business. What matters is whether that click comes from the right person and whether that person can eventually become a customer. That's why we focus on attracting relevant traffic, understanding customer behavior, measuring meaningful actions, and continuously improving the advertising campaign. In simple words, we don't just try to get people to click on your advertisement—we try to get the right people to take the next step with your business.

Advertising strategy:

Before creating a campaign, we first understand the business behind the advertisement. We look at what you sell, who your customers are, which products or services are most important to you, where your customers are located, what makes your business different, and what you want your advertising to achieve. Some businesses need phone calls, some need enquiries, some need appointments, and others need online purchases. Because every business has a different goal, we believe the advertising strategy should be built around the business rather than simply using the same campaign approach for everyone.

Budget set up:

Once we understand the business, we research how potential customers search on google. We identify the words, phrases, questions, and searches that are relevant to your products or services. But we don't stop at finding popular search terms. We also try to understand the reason behind the search. Someone searching for information may not be ready to buy, while someone searching for a specific service may be actively looking for a provider. Understanding this difference helps us focus the advertising budget on searches that have greater potential value for your business.

Advertise Organizing:

After that, we build the campaign around the customer's journey. We decide what should be advertised, who should see it, where the ads should appear, which locations should be targeted, how the budget should be distributed, and what message should be presented to potential customers. We create advertisements that clearly communicate what your business offers and why someone should consider choosing you. The goal is not to make an advertisement that receives attention from everyone. The goal is to make an advertisement that attracts the people who are most relevant to your business.

Analyze actions:

But getting someone to click is only the beginning. Once a potential customer reaches your website or landing page, we want to understand what happens next. Do they call your business? Do they fill out an enquiry form? Do they request a quotation? Do they make a purchase? Do they book an appointment? These actions are much more important than simply knowing how many people clicked an advertisement. That's why measurement and conversion tracking are an important part of our work. It allows us to understand whether the advertising is creating real business opportunities rather than just generating website traffic.

Improving Advertisement:

After the campaign is running, our work doesn't stop. Google ads is not something we believe should simply be switched on and left alone. We monitor the campaign, study the data, analyze customer searches, review advertisement performance, identify wasted spending, test different approaches, and make adjustments based on what we learn. As the campaign collects more information, we use that information to make better decisions about where the advertising budget should go. The objective is to continually improve the quality and efficiency of the campaign.

In Simple Terms...

You have a business → your customers are searching → we help them find you → they click → they take an action → we measure it → we improve it

Thank You.....