

How Call Tracking Can Grow Your Business

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Summary

The practice of using tracking numbers to measure the effectiveness of different marketing campaigns isn't new, and many businesses that have mastered it have seen amazing results.

In this e-book, we will:

- Explain types of call tracking and who it helps
- Share examples of the insights that can be gained
- Hear from leading businesses who are thriving with call tracking
- Understand data hidden in phone calls with advanced call tracking
- Cover how to overcome objections to call tracking
- Explore how call tracking can increase revenue for your business

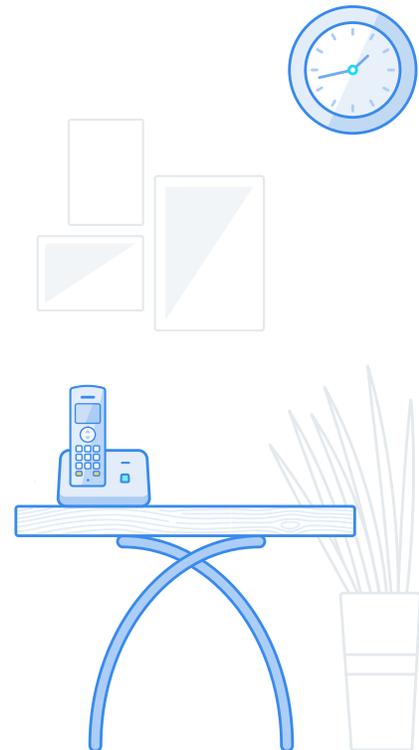


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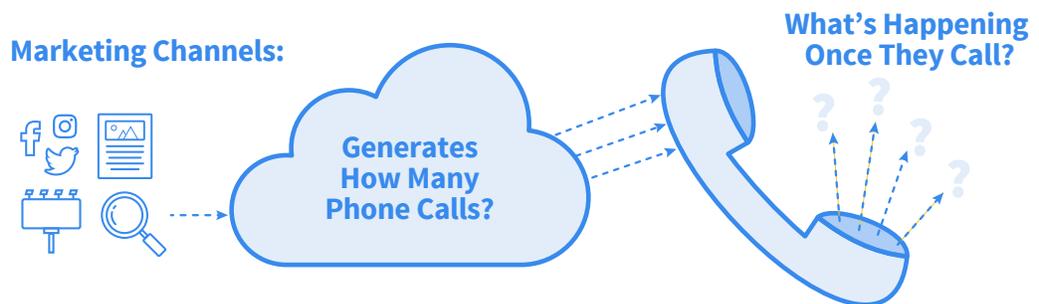
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Introduction

You work in marketing, and things seem to be going great. You're confident in your strategies, you're creating engaging content and ads, and you believe that your work is moving the needle and driving business. But you don't know for sure, because you have no way to know whether your work is performing well.

You can prove that you're driving traffic, increasing time spent on your website, and driving form fills from qualified leads. But you have no idea how many conversions your work is driving, compared to other marketing efforts. Once your prospects or leads call in, you don't know what's happening to them. Are they turning into sales?

It comes down to measuring return on investment (ROI). If you invest \$100 in your marketing, are you turning it into \$200? \$2,000? Without a complete view of your marketing data, you'll never know for sure.



You're not alone: 60 percent of marketers said in a recent [Simply Measured](#) study that measuring ROI is their biggest challenge.

If you can't measure ROI, then you'll also have a hard time growing your business. That's where call tracking can help. More than tracking the number of calls, we'll discuss other data available in your phone calls that can provide more context and insights for your business.

Introduction to Call Tracking

Call tracking analyzes your marketing channels that drive inbound phone calls to provide attribution for your various marketing initiatives.

Let's say you're working on a dog grooming business, and you're trying to grow the business with five different kinds of marketing:

1. Paid Social Media
2. Billboards in local dog parks
3. An ad in Dog Lover Magazine
4. Paid search
5. Organic search engine optimization

With basic call tracking technology, you could use five different phone numbers in your ads and on your website to track the results of different marketing channels and tactics. When you measure the cost of each tactic against the results, you can get a general idea of the cost per phone call conversion.

TACTIC	TRACKING #	RESULTS	COST	CPA
Paid Social	555-4444	12 Calls	\$500	\$41.67
Billboards	555-9103	15 Calls	\$2000	\$133.33
Print Ad	555-3209	23 Calls	\$1500	\$65.21
Paid Search	555-1023	56 Calls	\$768	\$13.71
Organic SEO/Direct	555-CHEW (2439)	48 Calls	Sunk Cost N/A	N/A

Within each tactic, you can go even further — you could A/B test different ads, targeting options, or landing pages with unique phone numbers to see which is most effective.

The image shows two side-by-side Google Adwords ads for Dogwashers.net, separated by a "VS." label. Each ad is presented in a light gray box with the Google logo at the top and a search bar. Ad #1, titled "Dirty Dog? No Problem. Dogwashers.net", features a green "Ad" icon, the URL "www.dogwashers.net/dirty-dog", and the text "No chemicals, free blow drying. Five stars." with a call icon and number "555-4411". Ad #2, titled "Get your dog washed today! Dogwashers.net", features a green "Ad" icon, the URL "www.dogwashers.net/clean-dog", and the text "No chemicals, free blow drying. Five stars." with a call icon and number "555-4422". Below each ad is a blue box containing its name and performance metrics.

Ad Name	Clicks	Calls
Google Adwords Ad #1	20	40
Google Adwords Ad #2	25	12

If you were only tracking clicks, then you might think that the “clean dog” ad was more effective and re-allocated spend in that direction. But your call tracking data revealed a different picture: The “dirty dog” ad generated more phone calls.

Social media advertising, specifically on Facebook, has evolved drastically year-over-year. Today, there are more direct response driven ads to drive real results to businesses. Call tracking is a great way to measure the messaging and advertising you’re managing on this channel.

The Temple of Groom
Sponsored

Dirty dog? No Problem.

The Temple of Groom
Get a free consultation today!

Call Now

VS.

The Temple of Groom
Sponsored

Get your dog washed today!

The Temple of Groom
Get a free consultation today!

Call Now

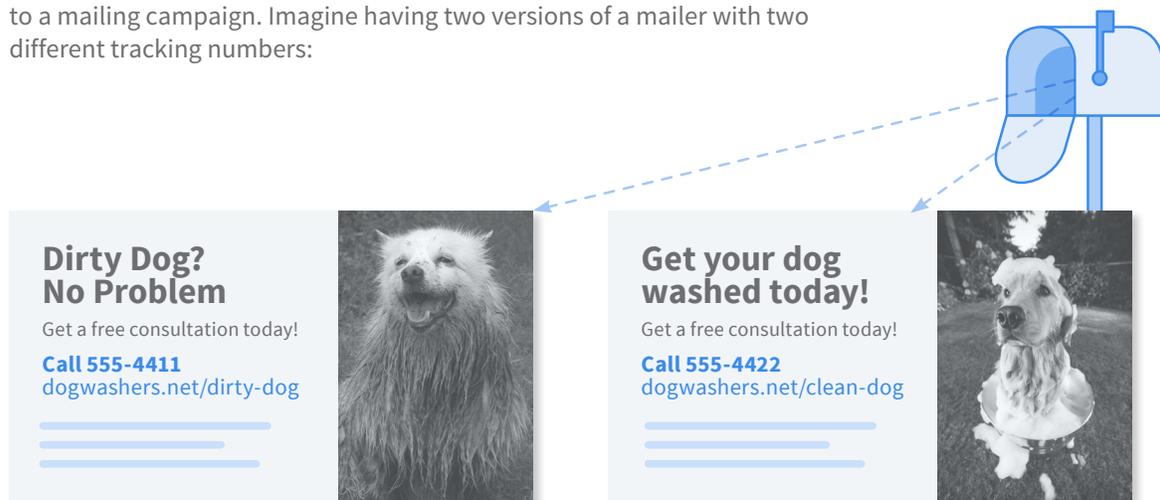
Facebook Ad #1
42 Calls, 4 Minute Average Call Length, 12 Bookings

Facebook Ad #2
30 Calls, 12 Minute Average Call Length, 22 Bookings

Facebook Ad #2 might be driving fewer calls but is more effective at driving longer conversations and bookings. If you had an incomplete view of the data from only tracking call volume, you might think that re-allocating spend towards Facebook Ad #1 was the best move.

Visitor timelines are another advanced call tracking feature that allows marketers to see where people are going on a website before, during, and after their call. With enough data, you can address commonly asked questions or misconceptions across your potential customer's journey.

A/B tests aren't just useful for digital campaigns. You could even apply this to a mailing campaign. Imagine having two versions of a mailer with two different tracking numbers:



Advanced Call Tracking

Not all call conversions are created equal, neither are the conversations. With a third-party call tracking software, you're able to dive deeper into the calls that you're driving for your clients and tie them back to other campaigns.

Dynamic Number Insertion

Dynamic number insertion is a call tracking feature that assigns a unique phone number to each online source and then displays that phone number to visitors who arrive at your website via that specific source. These sources includes organic search, PPC ads, Yelp, or anywhere else your business has a presence online. The data will then feed to your Google Analytics account for you to review once your phone starts ringing. This allows you to pinpoint the exact source, or content, of incoming calls.

The data you gather through dynamic number insertion is incredibly valuable.

Consider these ideas:

- Focus ad spend on marketing and advertising campaigns that are driving high converting phone calls
- Optimize products or services according to your web pages that are driving calls
- Build on content that is driving phone calls, such as blog posts, white papers, and webinars





Integrations

You have myriad online tools that you are already using. Advanced call data can be easily integrated with those existing tools to create a better workflow and overall experience. Below are a few sample integrations that you might consider to make your campaigns more efficient and effective.

- **CRM:** Integrating with an existing CRM allows you to provide a full view of a customer's journey. With call data available in a CRM instance, you'll be able to see how that single interaction influenced their other activity or simply log all of your customer interactions in one place.
- **Automation:** Easily set up triggers to launch new nurture campaigns or promote lead scoring through integrations with your automation platform of choice.
- **Bid Management:** Ad real estate is competitive, gain the competitive edge in real-time through your bid management platforms like Kenshoo, Marin, and Aquisio.
- **Paid Advertising:** When you're spending most of your time in Google Adwords or Facebook's Business Manager, it saves time and connects the dots more efficiently by pushing your call data directly into those environments.

Conversation Intelligence

Phone calls provide a wealth of information you just can't get from website clicks. These one-on-one conversations offer in-depth details about your customers, and how you can improve sales, marketing, and service. But obtaining all that valuable data can be difficult, and listening to every call recording isn't always feasible. Here are ways to make the process of analyzing the content of calls more efficient.

- **Transcriptions:** Many tools provide a way to automatically transcribe calls into visual, speaker-organized text that can be read much easier than a call can be listened to, giving you full visibility into what's happening during inbound phone calls. This is a fast and easy way to analyze phone conversations for useful insights.
- **Artificial Intelligence:** Technology advancements in recent years have created a way to analyze calls without listening or reading transcriptions. Using aspects of the call like duration and call metadata, artificial intelligence can tell you a lot about a call without you listening to it. For example, if a call is a good lead or not.
- **Keyword Spotting:** This is a feature that automatically searches your transcriptions from any campaign or marketing source for your custom keywords and phrases. Furthermore, you can use features like this to identify key phrases that are being said on phone calls that you may not be looking for.

How Marketing Leaders Are Successfully Using Call Tracking:

To Optimize Campaigns

Your highest close rate is typically from a phone call; we've found that form fills close at half the rate of calls. If you only optimize for form fills, you're basing it on conversions that are less likely to close than a call. When you're running an AdWords campaign, the more valid data you receive, the more precise you can be on budget and targeting decisions. If you don't track your calls, you can end up leaving 40-60% of your data on the table, which can translate to lost opportunities for improvement.

Joe Khoei, CEO, SalesX



To Show Value to Upper Management

We had been running a campaign that we felt was very effective, and we were going in to renew the client. However, the marketing manager hadn't relayed the information well to the board of directors, so they weren't sure about it. However, we were prepared: we had listened to every call that came in during the campaign. One call stood out; it led to a \$2.5M job that they eventually got. Upper management was really surprised and delighted to learn that it came in from our minimal budget.

Julian Winfield, Managing Partner, iNet Media



To Increase the Quality of Leads

Our job is to help doctors get patients, and better patients. We can deliver all of the new leads in the world, but if they don't have a proper protocol at the front desk, and they don't have sufficient training, then our services won't do much good. We not only monitor new patients, but also listen to the calls to streamline search engine optimization. If lots of people are calling and asking for Medicaid, or specialized services, then we know they have different needs and can adjust. It provides more data than just numbers.



Kristina Huber, SmartBox Dental Marketing

To Uncover A New Data Set

We find that 70% of people are still picking up the phone to call from an ad. As much as we focus on getting people to fill out forms, people want to pick up the phone and talk to somebody. When people are calling you, there's a whole lot of information that you can lose if you don't capture it. Without call tracking and dynamic swapping, we'd be losing all of that insight. Sometimes, we hear that we're competing against companies that aren't tracking, and it's shocking. It's like trying to sail across an ocean without a compass.



Nate Tower, Chief Operating Officer, Energy Circle

To Have “A-Ha” Moments

You get a-ha moments for clients that haven't been doing call tracking; maybe they've been doing print ads or something in the newspaper, or mailers. It's part of their marketing process. We put tracking numbers on all the different advertising sources, and sometimes, mailers they've been doing for years aren't generating any calls. They say, “Wow, I've been wasting my money.”



Scott Anderson, Director of Digital Marketing Ad Leverage

To Have Accountability and Close More Work

Call Tracking adds a layer of accountability for our agency. It allows for scrutiny of different marketing campaigns and proves the value of what we are doing. This type of data allows us to reveal what marketing campaigns are generating the most leads, even if it's from marketing that we aren't providing. Prospects and clients really value the data and insights we're able to generate with CallRail. That level of accountability and tracking helps us close more new business and continue to add value for our existing customers.



Brian Forrester, Co-Founder, Workshop Digital

To Know Which Keywords Are Driving Conversations and Leads

It's really important for us to know what keywords are driving our clients to have longer conversations. It was a lot of work to set up UTM parameters for 900 different AdWords campaigns on the frontend, but if you take your time, you'll get a lot of rewards afterwards.



Diane Chelius, Account Manager, Hanapin Marketing

Overcoming Objections to Call Tracking

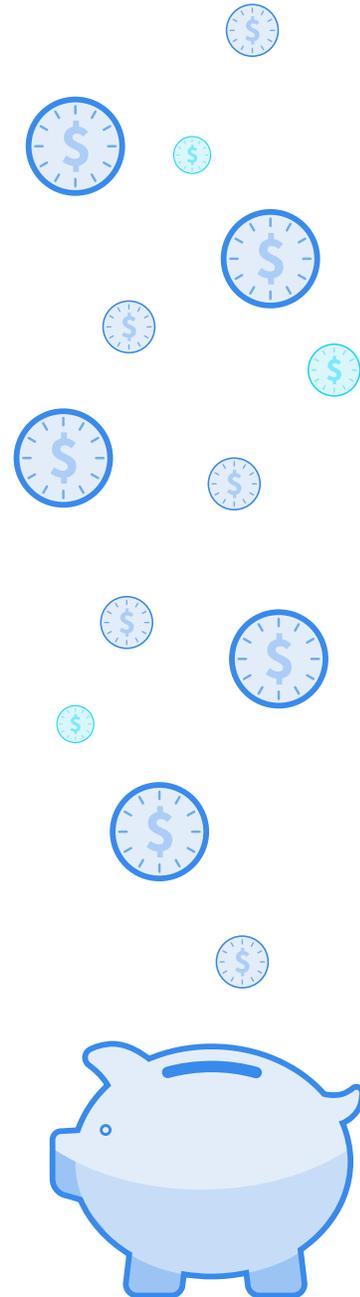
Objection: Awareness

Few may know about call tracking as a channel for analytics and even fewer know how to implement it. While affordable and easy-to-use tracking platforms are becoming more widely adopted, there's still an opportunity for marketers to differentiate themselves.

"The majority of our clients have no experience with call tracking prior to working with us," says Brian Forrester of Workshop Digital. "That number used to be 100 percent, and now it's probably 60 to 75 percent."

Objection: Cost

One reason is that calculating a return on investment for marketing initiatives is still a foreign concept for many legacy businesses. "If a company is counting all of their nickels and dimes, and not going with call tracking, they're going to hurt themselves due to lack of vision," says Joe Khoei of SalesX. "We bite the bullet and take on the cost of it. We have to do everything we can to have the attribution and tracking in place."



Objection: Lack of Perceived Need

Some businesses might not believe they get enough call volume from prospective customers to justify the added layer, and possible expense, of tracking.

“Businesses sometimes believe that their customers are finding them through referrals and just showing up to their office,” says Forrester. “It’s often disproved when we start actually implementing call tracking.”

Objection: It will hurt my local SEO

Technological implementation has also been a limiting factor for some. There’s a common misconception that call tracking can have a negative effect on local SEO, because of the necessity of NAP (“Name Address Phone”) consistency. However, when set up properly, call tracking will not hurt local SEO.

One method for maintaining NAP consistency, includes porting existing phone numbers to your call tracking provider. With the porting method, there’s no need to go around the web updating information on directories.

Another method is to use Dynamic Number Insertion and configure it for local SEO. However, if unique tracking phone numbers are used for each citation, as is done by some marketers who don’t know better, call tracking numbers can pollute a business’s NAP.

Objection: It’s hard to set-up

“There is some major setup involved,” says Nate Tower from Energy Circle. “There’s going to be a first month where you figure out exactly how everything needs to be. If you go with a free service, you’re not going to get much help.”

“Implementation can definitely a big hurdle,” says Forrester. “Especially if you don’t have a team that understands how to implement scripts and things like that. If you’re working with a paid service, they’re there to hold your hand.”

Plan for these instances and find a provider with a platform that meets the needs of your business. There are several tools available with varying degrees of complexity that you can customize.



Objection: Uncomfortable with call recordings

Some businesses' front office staff may also be resistant to call tracking, especially the practice of recording phone calls.

"Maybe it's the business owners' friend or spouse that's not doing a great job answering the phone," says Kristina Huber of SmartBox Dental Marketing. "If you have proof, you can go back and do some teaching, and use both positive and negative examples."

As with most features, you can be assured that recordings can be turned on and off and are not a requirement of call tracking.

Objection: I want to keep my vanity numbers

Businesses with a sought-after vanity number might also object to call tracking.

"Maybe you think, 'I've got 1-800-111-1111, I don't want to lose that.'" says Forrester. "Is it more important to validate your marketing spend, or have an awesome number? You have to realize that you'll still have that number, but you'll be replacing that number in certain kinds of ads."

A common misconception is that businesses have to give up their existing phone numbers to implement call tracking. The process for avoiding that is called porting. Porting a number is a simple process and one that will get your numbers where you want them. According to FCC guidelines, you're able to switch telephone carriers and transfer your existing number to a new carrier by initiating a port request. This means you're able to port a number you own outside of your provider into your new application.

Transparency and explaining the benefits of call tracking are key to getting clients started with call tracking.

"We've got an area on our contracts that goes over how we'll be tracking and/or recording calls," says Julian Winfield of iNet media. "They're fully briefed on that, and we explain that it's a no-brainer to track the effectiveness of a marketing campaign."

Holistically, call tracking is a tool that can improve ROI, optimize campaigns and help businesses grow, and the possibility of driving that change is what makes the conversations about vanity numbers, front office staff, and technological implementation all worth it.

“...it’s a no-brainer to track the effectiveness of a marketing campaign.”

“The mindset is to be benevolent toward your salespeople or service people who answer the phones,” he says. “You can give them additional training, and say, ‘Hey, it didn’t sound like you built much of a rapport there. You didn’t recognize their body language, you didn’t hear them get frustrated.’ Those conversations happen, and it becomes part of reforming your internal business processes for the better.”

Work at an Agency? Here's How Some Are Using Calls to Fuel Growth

Call tracking can be an extremely lucrative revenue stream for your marketing agency. Reselling a call tracking service can help you show your clients what's working, and what's not, while providing them with valuable information about their calls and leads.

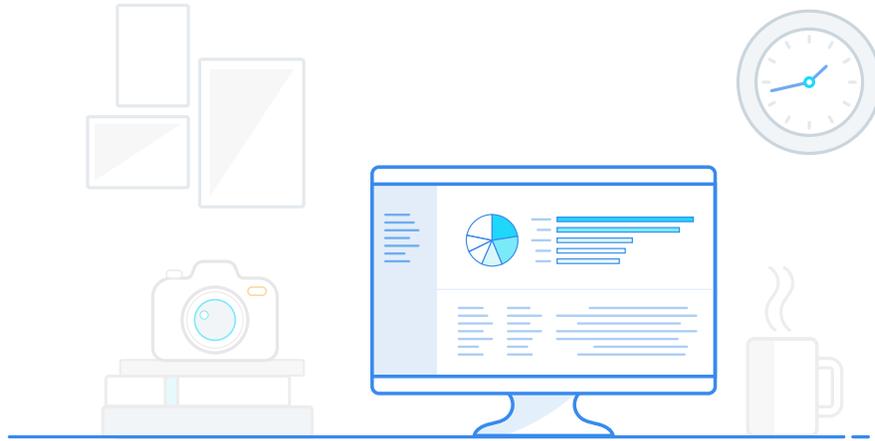
With the flexibility of pricing across various platforms, agencies also have the ability to customize the pricing they offer their clients as an added benefit on top of attribution. Whether you're managing PPC, SEO, social media, or even print campaigns for your clients, you can add features like call recording or call routing from the marketing and advertising your agency is driving to provide even more insight into business results you're driving.

“We watch how things are trending for our clients and for ourselves.”

In addition to day-to-day tracking, agencies can use annual call tracking stats to prove their worth and increase budgets.

“If you can prove to a client that their \$1,000 budget generated 80 phone calls in a month, and they sold 70 percent of those, then they can attribute the sale amount to that budget,” says Julian Winfield from iNet Media. “Maybe it turns into a \$2,500 budget, and that can turn into a \$8,000 budget, because they can see the amount of calls that you're generating. It's an essential tool for a digital marketing agency. If you're not doing this, you're shooting yourself in the foot.”

“It can be massive to look at year-over-year data on call volume,” says Nate Tower. “That's where we can really prove things out, and show how our services are increasing things. We watch how things are trending for our clients and for ourselves.”



Call tracking data can also help build trust with new clients who have been burned in the past by marketing agencies.

“We often point to call data during the sales process,” says Brian Forrester. “It becomes a nice add-on and feature for us out of the gate. We show that we’ll pull back the curtain and eliminate those gray areas, and show where the phone calls are coming from. They get excited about it, and it resonates really well to help us close more work. It’s also a small passive revenue stream; we can usually pass the cost on to the client, and charge something for the time spent on reporting on it. You certainly don’t need to eat the cost.”

Even though it can be foundational for digital marketers, the low adoption rate of call tracking still makes it an important differentiator for agencies.

“A lot of agencies still don’t do it,” says Joe Khoei. “They send the lead, and what you do is up to you. There’s a business acumen that we can bring to the table that helps business process alignment to digital. A big part of the service is being able to listen to the calls, and say, ‘Oh my god, what are you doing?’”

Call tracking also offers an opportunity to expand an agency’s offerings into related services.

“It’s been extremely beneficial for the company,” says Kristina Huber. “It’s still something that not many companies offer. They can get all the calls they want, but maybe it doesn’t translate to butts in chairs. We’re able to go beyond marketing, website development and that sort of thing, but also offer training. The examples we use come from the calls that we tag every day.”

Conclusion

There is more to call tracking than meets the ear. It's a tremendous tool for any growing business whether you're looking to prove a tangible ROI, optimize your ad creative for better results, or introduce a new revenue stream.

As a marketer it's crucial that you're able to provide a return on the campaigns that you're running.

- Streamline your reporting to show where call conversions are coming from by integrating with your clients existing tools, like Google Analytics and Hubspot or Marketo.

To ensure your campaigns are effective and resonating with your audience, use call data to understand what is driving results:

- Use call tracking and [keyword level tracking](#) to A/B test ad creative or copy.
- Understand which campaigns are driving the most [qualified calls](#).
- [Leverage phrases](#) said most frequently to drive creative decisions.

Add call tracking as a service to improve your clients' overall business and increase the longevity of the relationship.

- Take control over [call tracking billing](#) and customize the features that you want to provide for your clients as a value-add
- Use call tracking to find inefficiencies in your ad spend and optimize towards those results

About CallRail

CallRail provides call tracking and analytics to more than 75,000 companies and marketing agencies globally. CallRail's intuitive software helps data-driven marketers optimize the performance of their advertising campaigns, increase sales effectiveness, and improve customer retention. From call tracking, routing, and analytics, CallRail provides valuable data about your leads and customers to help grow your business.

Visit callrail.com/free-trial to start your free 14-day trial (no credit card required)