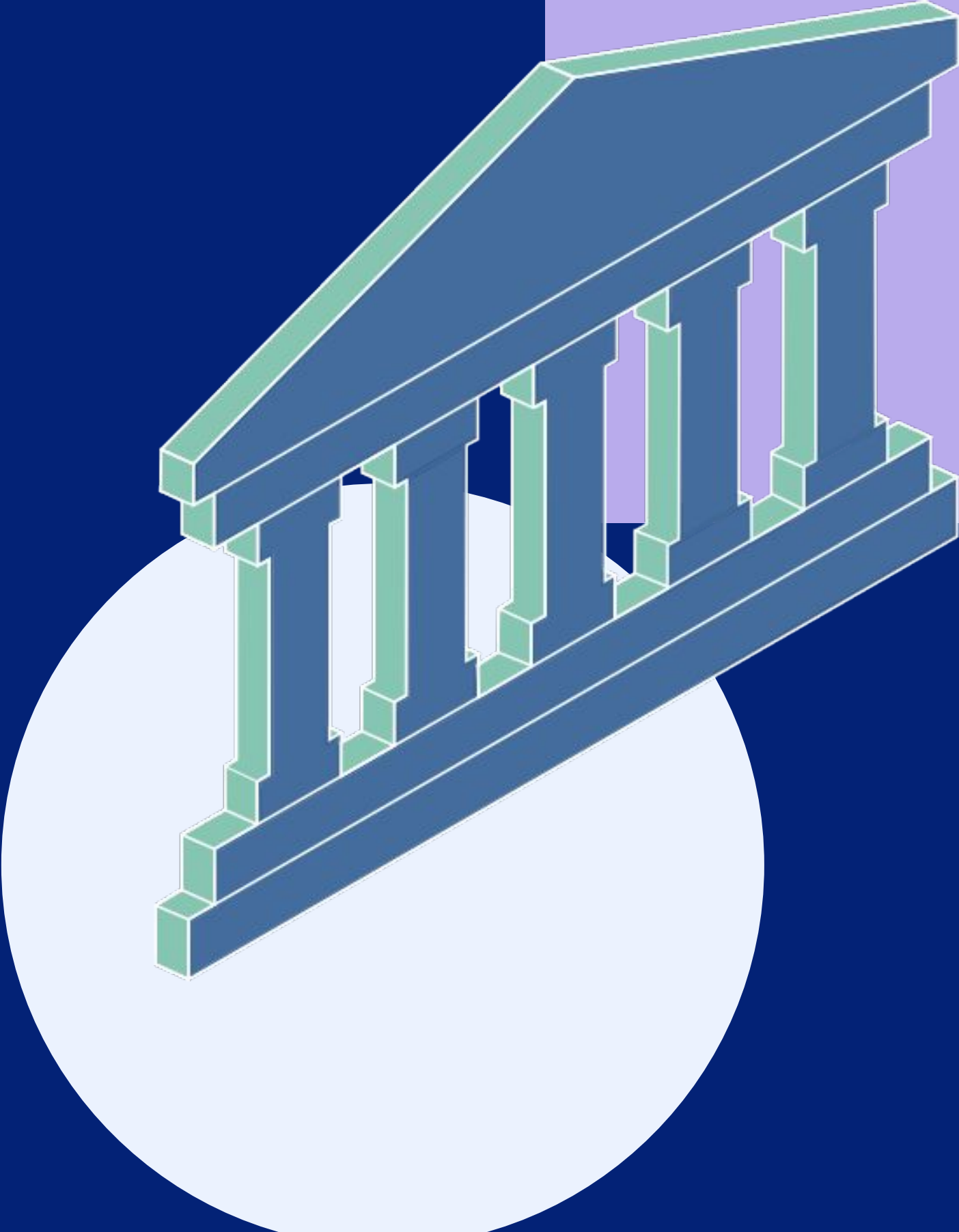


CallRail

Call Tracking 101

For Law Firms



Introduction

If your law firm receives calls from leads (or if, as a legal agency, your clients receive calls), you need call tracking. Call tracking software collects data about the people who call your law firm and connects that information to the analytics tools you're already using. This enables attribution, so you'll know definitively which marketing campaigns are working — and which aren't.

Call tracking is an essential element of any effective marketing strategy, and, because of this, it's a vital piece of your law firm's strategy. In addition to showing you which marketing activities are driving calls, it gives you visibility into what your customers are saying and feeling so you can improve your products and services.

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What is call tracking?

Have you ever asked a caller, “How did you hear about our law firm?” With [call tracking software](#), you’ll know the answer before you even pick up the phone.

Call tracking enables you to [attribute phone calls](#) into your law firm to the specific ad, campaign, or keyword that led those people to pick up the phone. When you know which advertising campaigns make your phone ring, you can better measure their success — and optimize your marketing strategy to improve your return on investment (ROI). Without that level of attribution, you are flying completely blind.

The importance of tracking inbound and outbound calls for lawyers

When you invest in call tracking software, your marketing performance reaps the benefits. You'll have the ability to:

- Attribute inbound phone calls to the right marketing campaigns
- Measure online and offline marketing campaign performance
- Understand which keywords are generating leads
- Improve customer experience





How call tracking works

At its most basic level, call tracking is pretty simple: it assigns a unique phone number for each marketing campaign — whether it’s digital or real-world — and calls to that number are tracked and forwarded to your main phone line. This most basic version is known as “source-level tracking”.

A more advanced type of call tracking known as “visitor-level tracking” works by using cookies and [dynamic number insertion \(DNI\)](#) to track online activity and to assign each offline marketing piece its own phone number.



How Rudy's Law Firm uses call tracking

Rudy is the owner of Rudy's Law Firm, located in Atlanta, Georgia, which specializes in personal injury law. Like all law firms, phone calls are the primary way in which his firm is contacted by prospective and current clients. They call the firm to schedule a consultation, ask questions, speak with a lawyer, and request other information.

Rudy has a small marketing budget, and he isn't sure he's getting a good return on his investment. He's noticed his firm isn't doing as well as some of his larger, more established competitors.

Rudy's marketing channels include:

- Facebook ads
- Paid search
- Ads in the local newspaper

To get to the bottom of things, Rudy decides to try call tracking to get a better sense of what's working — and not working — with his marketing.



Attribution and analytics

Before call tracking, Rudy used the same phone number for all of his marketing efforts. After adding call tracking, he uses different numbers for all three channels and another for his company website.

After his first month of tracking calls, here's what he found:

Tactic	Tracking Number	Results	Total Cost	Cost per Acquisition
Facebook Ads	444-1222	27	\$600	\$22.22
Paid Search	444-1333	56	\$800	\$14.29
Newspaper Ad	444-1444	7	\$1000	\$142.86
Organic Search	444-1555	3	n/a	n/a

Based on this information, Rudy now knows four things:

1. Paid search is his most successful and cost-effective channel
2. Facebook ads are expensive and don't yield as many calls as paid search
3. His newspaper ads have a very high cost per acquisition
4. His website doesn't generate many phone calls

Since paid search is the most lucrative channel, Rudy decides to see if he can optimize his ads to get an even better ROI. He uses two different call tracking numbers to run an A/B test on his ad copy.

Ad #1 uses "Top personal injury law firm," and ad #2 uses "Atlanta's most trusted personal injury law firm." After running the ads for a few weeks, Rudy looks at the results.

Ad #1 generated 34 clicks, 13 calls, and 4 appointments.

Ad #2 generated 22 clicks, 39 calls, and 12 appointments.

If he only measured by clicks, ad #1 would be the clear winner. But with call tracking, he can see that clicks alone don't give him a complete picture of his marketing results. Ad #2, which had significantly fewer clicks, generated more than three times as many calls, because customers were dialing the phone immediately after seeing the ads on their Google search results page.

Using what he learned from call tracking, Rudy makes the following changes to improve his marketing ROI:

- Incorporates the word "Atlanta" into his ad copy to improve his local search presence
- Cancels his newspaper ads in favor of putting that money toward paid search
- Updates his Facebook ad targeting and messaging to improve results
- Updates his website copy and added new blog posts to generate more organic traffic

Call tracking helps Rudy's Law Firm generate more leads for less money, but that's just the beginning. Once someone picks up the phone to call the firm, there are more insights to be gained — that's where conversation intelligence comes in.



Conversation Intelligence

CallRail's Conversation Intelligence uses artificial intelligence (AI) to pull the information most valuable to you from your phone calls.

In addition to automated recordings and transcriptions of your calls, conversation intelligence gives you automation rules: You choose the words and phrases you want to listen for, and automation rules highlight them every time they're spoken.

For example, you might want to note any time someone mentions the word "consultation" so you can be sure they get a follow-up call. Or you might want to highlight a specific service you offer to see how many people are calling about that item.

Let's go back to Rudy's Law Firm. Say Rudy made the changes mentioned in the last section based on the data in his call tracking dashboard. But even after making the changes and seeing an increase in the number of calls he receives, there hasn't been a corresponding uptick in new clients.

Rudy uses conversation intelligence to get to the bottom of things. He listens to several call recordings to hear what his customers are saying. Lo and behold, Rudy quickly realizes his receptionist's personal injury knowledge isn't quite up to par, leaving potential clients confused, frustrated, and ready to call one of his competitors.



He also notices a trend of potential customers asking questions about slip and fall accidents specifically. Plus, one prospective client asked about whether he handles insurance bad faith cases. Rudy doesn't mention slip and fall accidents or bad faith much on his website because he traditionally focused on automobile accidents — but his conversation intelligence data suggests he should do otherwise.

If call attribution and analytics tell you the "what," conversation intelligence tells you the "why." Together, call tracking and conversation intelligence are effective tools for law firms and the marketing agencies that support them. They help firms to not only make smarter marketing decisions but to make better decisions about the entire client experience, from frontline support to firm development to service offerings and more.

Now that you understand how call tracking works, you'll want to choose a provider that meets your needs and budget.

How to choose a call tracking provider

When choosing call tracking and conversion reporting tools, there are dozens of companies that claim to offer top-tier services. When you look at your choices, start with a basic question: Which platform fits best with your firm's goals and the path it needs to take to reach them?



While all call tracking software has standard requirements to fit into the category, you should look at several key differentiators when evaluating your options:



Price



User ratings



User interface



Call routing features



Call recording & conversation intelligence features



Spam detection



Ease and sophistication of reporting



Client fit (for agencies)

To determine which call tracking features are most relevant to your firm, identify your biggest pain point when it comes to phone calls. One call tracking service may include a feature that helps you address that pain point while another doesn't.

If your biggest concern, for example, is identifying what marketing campaign or channel is bringing in the best prospective clients, attribution reporting and conversation tracking should be a major consideration.

On the other hand, if call data isn't as important to you today as routing calls to the right person at the right time, you may want to prioritize [call routing](#) and user interface.

Or maybe you need both inbound and outbound call tracking capabilities? Meaning, whether calls are coming into or out of your practice, your firm has a complete interaction timeline starting from the campaigns and keywords that generated a particular lead to each and every inbound and outbound call that took place along the prospective client's journey with your firm.

In order to make shopping around easier, come prepared to ask your prospective call tracking provider the following questions:



What features are standard?

Call tracking providers share some features, but there can be a big difference in how much they charge for those features. For example, one provider may charge more per minute for call transcription if you're on their standard plan, while others may have a set rate for smaller plans and a discount for larger plans.

What is your monthly rate and rate per minute?

All call tracking providers charge a monthly rate that depends on the size of the plan you buy. More expensive plans typically include integrations with other software providers and other advanced features that are excluded from lower-tiered plans.

It's extremely important to keep in mind that not all call tracking providers include minutes in their plans. For example, one provider may include 500 minutes in a plan, while another doesn't include any and charges solely based on usage.

This is crucial when selecting a call tracking provider that fits your budget. Depending on your needs and usage, a company's [pricing and packaging](#) can have you overspending for things you don't need or use. Remember Rudy's Law Firm—Rudy needs to keep his fixed costs as low as possible while receiving the maximum number of minutes and numbers he can get with his budget.

Do you integrate with other tools in my tech stack?

In order to have the fullest marketing attribution picture possible, it's wise to connect your call tracking tool with other important marketing tools for law firms, such as Google Ads, Google Analytics and HubSpot. Make sure your call tracking provider [integrates with the tools you use](#) (or may use in the future), and ask which pricing tiers include the integrations you need. Some call tracking platforms even integrate with legal-specific CRM software like Lead Docket or practice management software like Clio.

Now let's take a look at some real-life examples of companies like yours that used call tracking to improve their ROI.

Can you accommodate all of my campaign types?

Chances are your firm uses more than one marketing channel, including digital (like paid search) and offline (like TV ads and direct mail). Make sure your call tracking provider can accommodate not only your current needs but also scale with your firm as you grow.



2 real-life call tracking success stories

No matter your practice area, firm size, or level of marketing experience, call tracking can make a massive difference to your ROI. Here are two use cases that demonstrate how call tracking drove real results for real law firms.

JC Law: Saving thousands & increasing client retention

The team at the Law Offices of James E. Crawford, Jr. and Associates, LLC couldn't get a clear picture of how many of their leads were converting — or how many leads their ads were even generating in the first place.

After implementing HubSpot and integrating it with CallRail, the team learned they were wasting tens of thousands of dollars on ineffective advertising. They decided to change up their strategy to focus more on organic leads and client retention.

Based on CallRail's data and Hubspot's automation, the law firm lowered their ad spend by 20% and increased retained cases by 61% in just two months.

[Read the full case study here.](#)

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Lawyer Connection: Doubles inbound calls with CallRail

Hiring a lawyer can be stressful and complicated, so Lawyer Connection helps streamline the process. Since most legal clients prefer to speak to a real person, phone calls are a critical part of their marketing and client service strategy – and missing calls was detrimental to business.

“Without CallRail, say you get a call at 9:00pm at night and no one answers – you might not ever realize the call even took place,” Rafe Malach, co-founder of Lawyer Connection explains. “With call tracking, not only do you have the opportunity to answer the call, you can even see what keyword drove the call and gauge how valuable the call might be just from that.”

By introducing call tracking, Lawyer Connection was able to more than double their amount of monthly callers and make smarter Google Ads bidding decisions. .

[Read the full case study here.](#)

“With call tracking, not only do you have the opportunity to answer the call, you can even see what keyword drove the call and gauge how valuable the call might be just from that.”

CallRail

Ready to get started
with call tracking
software?

Start your free trial today

