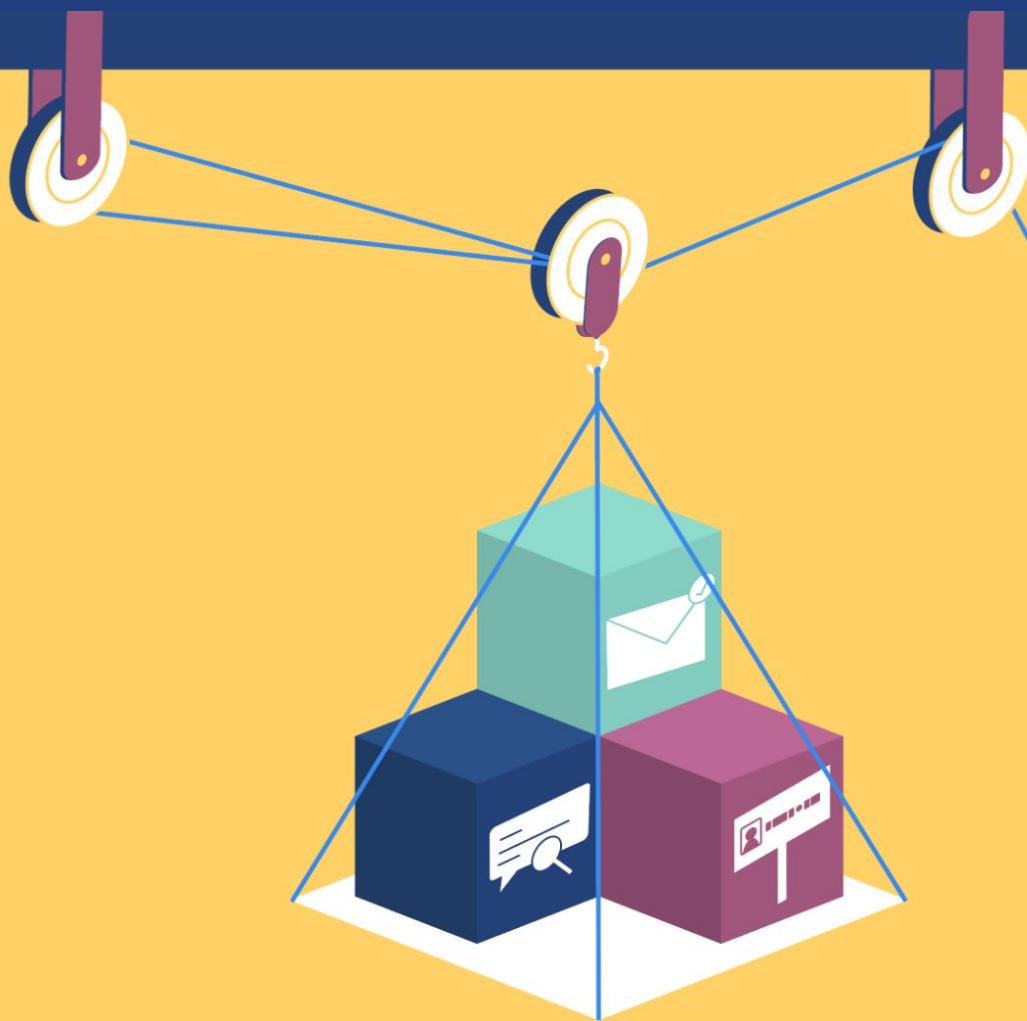


CallRail

Is my marketing
working? 3 questions
to help you know



Small business owners wear many hats, including that of chief marketing officer. In fact, according to a survey of 600 small business owners across industries, the average time they personally spend on marketing is 20 hours per week.

But while you're an expert in *your business*, you might not be an expert in marketing. Digital ads, print ads, social media, billboards, search ads, paid social, special promotions ... figuring out what marketing activities are actually bringing you leads can feel like a guessing game — one with impossibly high stakes.

You know you need to market your business in order to grow. When you're spending your hard-earned money on marketing, you might find yourself asking these three questions:

- How do I know I'm not wasting money?
- How do I know which marketing tactics and channels to use, and which ones to ditch?
- How do I turn the leads I generate into sales?

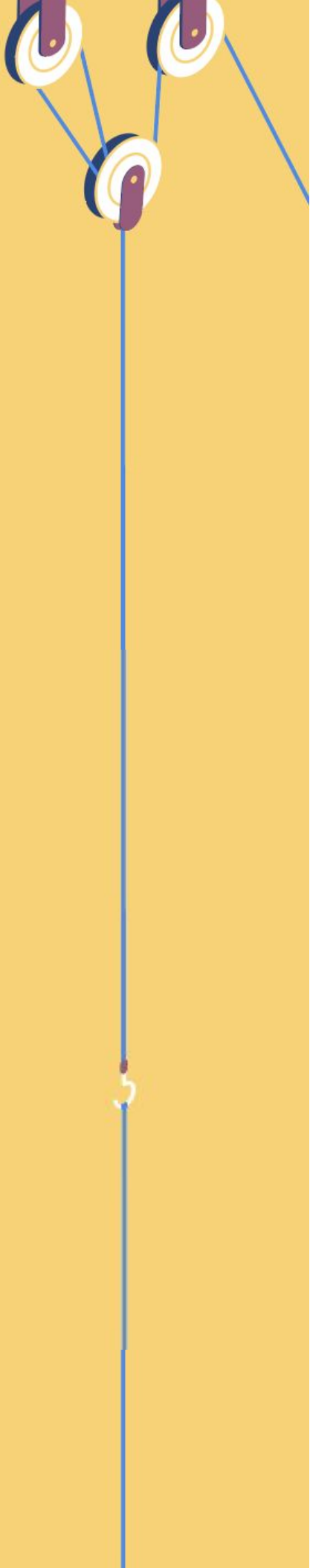
In short: **Is my marketing working?**

This guide will help you answer those questions and become a confident, effective marketer with the tools to gauge your successes. Learn how tools like call tracking, form tracking, and conversation analytics help answer the biggest marketing question that looms over every SMB owner's head: how do you make more informed decisions about where to spend your marketing dollars?



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What is call tracking software?

You spend money on marketing activities, but proper analytics and attribution is how you can *truly* tell what's working and what's not (and how you know if you're investing your money in the marketing channels that are actually bringing you leads).

Call tracking, and to a larger extent, form tracking and conversation analytics are tools that capture the data and insights you need from your marketing activities so you can compare and contrast what tactics are working and on which channels.

- **Call tracking software.** Call tracking software uses unique, dedicated phone numbers for your different marketing channels so you can easily see which marketing efforts are generating the most interest (and, ultimately, conversions). If you're a business that depends on phone calls for leads, call tracking is a must-have.
- **Form tracking software.** Form tracking software helps you identify where your website leads are coming from. Together with call tracking, form tracking can paint a clearer picture of your customer journey by connecting the dots between your leads' online and offline interactions with your business.

- **Conversation analytics software.** Conversation analytics software helps you keep a record of each call you have with your leads and customers, using AI and machine learning to automatically transcribe call recordings and analyze them for frequently spoken and user-specified keywords and phrases.

With this information, in combination with your marketing goals, you can learn what content and strategies are performing best and successfully driving leads to your business.

1. How do I know where to spend my money?

As a small business with limited resources, it's understandable to think of marketing as an expense rather than what it really is: an investment. Yes, marketing costs money in the short term, but in the long term, brings in more customers and revenue.

When you're a small business, you need to squeeze every bit of value out of your marketing to make sure you're getting the best possible return on your investment. The way to do this is to understand what you're trying to achieve, and then track your results so you know whether your efforts are successful. To make the most of your marketing budget, you'll need to combine tactical strategies with strong marketing analytics. Tools like call tracking software can help ensure you're using proper attribution techniques for your marketing efforts.



The first step, though, is to establish clear goals for your marketing.

Define your marketing goals

In order to understand whether your marketing is working, you need to first define what success looks like by establishing goals.

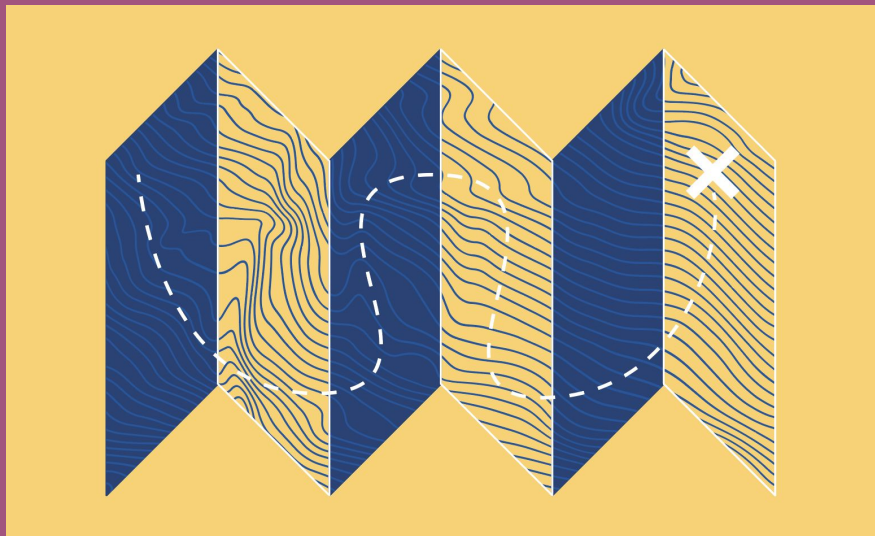
376%

Marketers who set goals are 376% more likely to report success than those who don't.

Your marketing investment will likely be a significant portion of your budget if you want it to have an impact. Before you spend a dime, you need to decide what you're trying to accomplish.

Though you probably have some rough goals in mind, of equal importance is to determine how you measure these goals, and what types of analytical techniques will help you best understand if you're actually achieving them.

Think of your goals as a roadmap to marketing success. You probably wouldn't hop in the car and start driving without a destination in mind — you'd end up wasting a lot of gas that way. Likewise, you shouldn't start marketing your business without knowing what you hope to achieve.



To get started, and begin to answer the questions about whether or not your marketing is working, set **SMART** goals for your marketing efforts. An acronym often heard in business, SMART goals are:

- **Specific.** They're clear and focus on one metric. Instead of "get more customers," say "increase leads by 15%."
- **Measurable.** They can be quantified. Interest in your business isn't something you can easily attach a number to. The number of calls into your business or clicks on your website are hard metrics you can use to determine the success of your marketing efforts.
- **Attainable.** They are achievable with the resources you have. It would be great to make a million dollars in the next month, but is it within the realm of possibility considering the marketing budget and number of staff you're working with? Your goals should be a stretch, but not out of reach.
- **Relevant.** They will get you closer to your business objectives. For example, creating a video that goes viral on social media is great for building awareness for your brand, but if it doesn't bring more customers in the door, it's not relevant; increasing calls to your business is.
- **Time-bound.** They have a deadline. Set a date to look at your marketing analytics — in three months or six months, for example — and measure your progress.

An example of a **SMART** goal is "We will increase our leads from PPC by 15% by the beginning of the next month." Combined with call tracking software, you can see how many of your leads and phone calls are coming from PPC campaigns so you can measure if you achieved this goal or not.

Uncover the channels that get results

Small business owners have a dizzying array of marketing channels to choose from. A report by Ruler Analytics found that [62% of marketers](#) struggle to identify which of their marketing channels actually drive phone calls to their business (also known as attribution).

The *only* way to determine which ones are helping you reach your goals is with data.

62%

A report by Ruler Analytics found that [62% of marketers](#) struggle to identify which of their marketing channels actually drive phone calls to their business (also known as attribution).

[Call tracking](#) overcomes this attribution challenge by allowing you to use unique phone numbers for each of your marketing channels — such as your social media, business website, Google My Business page, and print media. Each of these unique numbers are then routed back to your main business phone so that when a lead calls your business using one of your unique phone numbers, the call is directly attributed to the channel where that number was listed.

Over time, you'll be able to measure the effectiveness of each marketing channel, then make data-driven decisions on which channels are bringing you the most leads and revenue.

Improve your campaigns, ads, and keywords

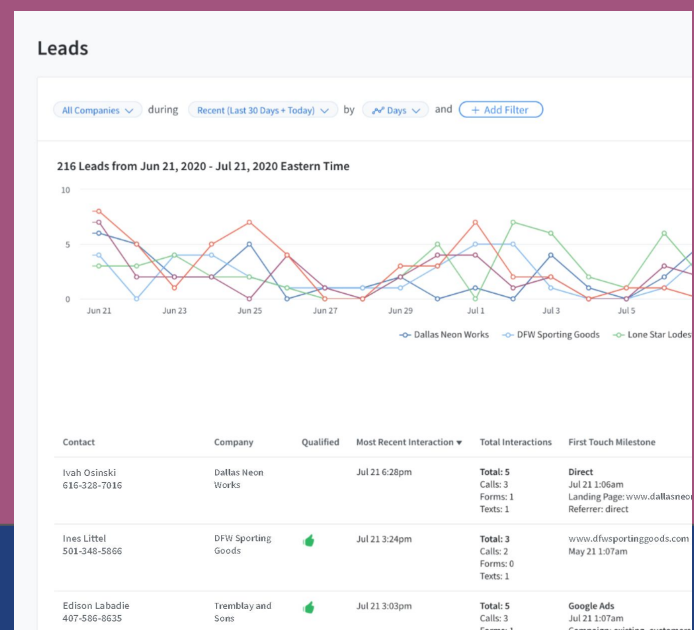
Not all leads are valuable to you. With tools like call tracking and form tracking, it's easy to determine which leads are actually becoming customers and which marketing activities they came from.

By tracking which campaigns, ads, and keywords are driving leads, you're able to determine which tactics generate the highest return on investment (ROI). Then you can cut back on what isn't working and allocate more of your marketing budget to the tactics that get the best results.

For example, you might notice that leads from one source tend to be ready to buy faster, while leads from another source tend to ask similar questions about one particular aspect of your product or service. With this

information you can start to determine where you should increase or decrease your marketing spend, and how you can optimize your sales process by making small adjustments in the way you communicate with these different lead types.

Tools like these can deliver granular insights into your marketing results, from which channels are generating the most interest to the actual keywords that are bringing in leads. With this level of understanding, you can confidently shift your marketing budget to focus on the tactics that are getting the best results to make smarter investments in the future.

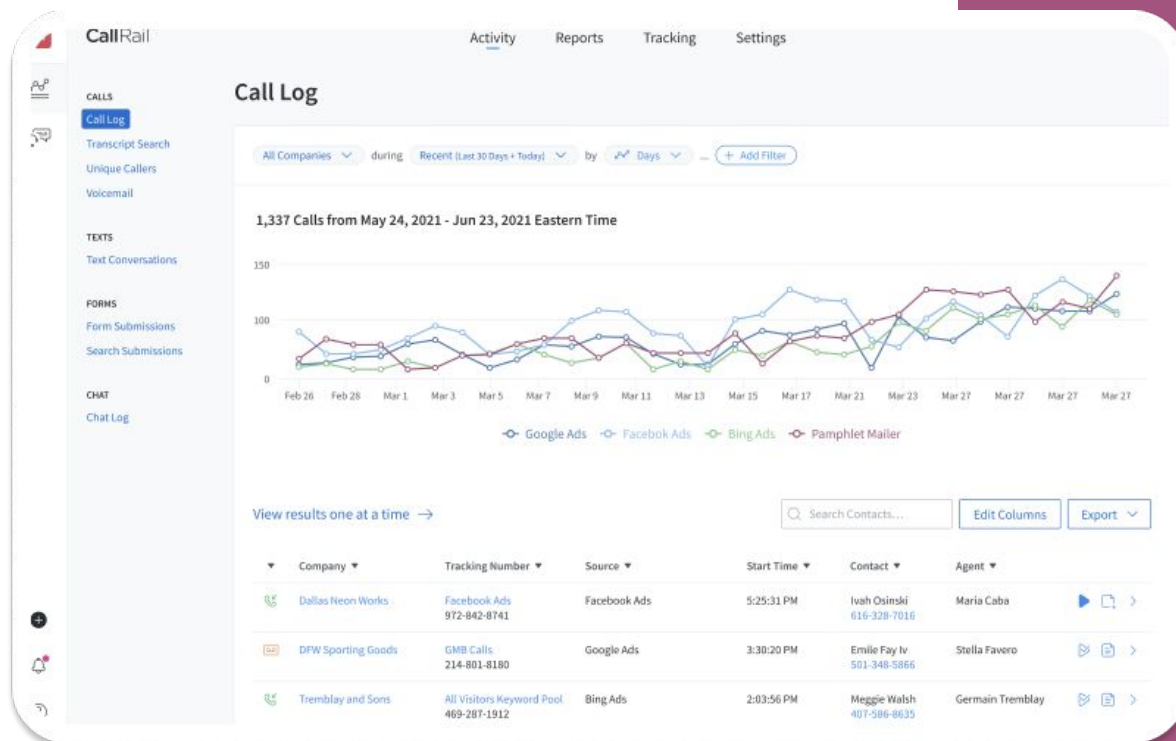


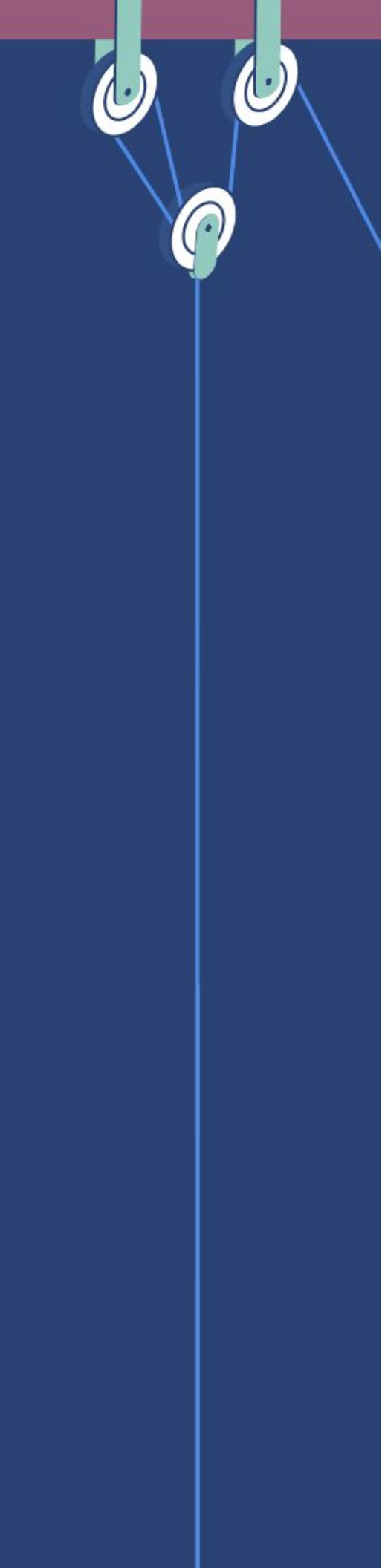
Pro tip:

Keep your website and Google My Business (GMB) listing up to date so you don't lose any of the leads you generate with your marketing. Make sure your phone number, address, business description, and hours of operation in GMB are accurate. If you haven't claimed your GMB listing yet, log in to the Google account you want to use to manage the listing and visit <https://www.google.com/business/> or simply Google your business name and click on "Claim this business."

Optimize your marketing to increase ROI

Effective marketing goes beyond finding the right channels. You need to optimize your individual campaigns to make sure you're getting the best possible results. Testing your message, your keywords, your targeting, and more will enable you to make tweaks to your marketing that help you improve your ROI. You should also examine your internal processes to ensure you're leveraging your teams and tools to turn all those leads into customers.





2. How do I use the right tactics in the right channels?

To effectively optimize your marketing strategy and discover where to spend your money, you have to start by finding the right mix of channels and tactics that resonate with your target customers.

Even the most well-intentioned marketing strategy won't be successful if you're not reaching the customers who are in need of the service you offer, or reaching the wrong audience all together.

For example, a billboard ad on a busy highway may reach a high volume of people, but if you're not seeing an uptick in high quality leads you're probably not reaching the right customers.

You'll want to test out your tactics and use lead attribution tools like call tracking to find out which activities are driving your most valuable leads and phone calls and which need improvement.

To start, it's best to establish some sort of benchmark of where you are today.

Establish benchmarks and monitor performance

You can only understand and improve your marketing tactics' effectiveness by regularly monitoring them.

To do this, you need to [set benchmarks](#) for engagement actions your leads are taking like page visits, clicks, and form fills across different channels so that you can measure against them.

Think of a benchmark as the standard you want or need to maintain for your marketing to make an impact on your business. You should also establish benchmarks for your marketing key performance indicators (KPIs), which is the data that determines how well your business is doing and how effective you are at driving leads.

The [most important marketing KPIs to track are](#):

- Sales revenue and sales growth
- Cost per lead (CPL)
- Customer acquisition cost (CAC)
- Customer lifetime value (CLV)
- Lead generation rate
- Marketing qualified lead (MQL) conversion rate
- Sales qualified lead (SQL) conversion rate
- Cost per click (CPC) vs. organic traffic

With benchmarks established, you can regularly look at performance to determine what's working. Then, adjust your tactics as needed.

For example, if your lead generation rate is above benchmark for inquiries from a half-page print ad, that may warrant investing more for a full-page ad or better ad placement. If you notice website traffic dips during a holiday period, perhaps you run a 20% off promotion to try and increase conversion rates of your website visitors.

After you have a benchmark of how your business is performing, you can consider new tactics and channels to invest in and understand if they're successful or unsuccessful efforts.

4 ways to test new marketing tactics and channels

If you're a small team, you may not have the time or resources to set up a full-fledged A/B test on your marketing efforts — and that's okay! Marketing attribution tools like call tracking and form tracking software give you powerful marketing insights that are easily attainable. For example, if you run two different ads side by side, you can quickly understand which ad brought in more phone calls and leads, and spend more on that ad moving forward.

Here are a few ways that call tracking software can give you a better understanding of what's working and what needs improvement.



1. Discover where your phone calls are coming from.

Most call tracking software options have the ability to utilize Dynamic number insertion (DNI). With this, you can assign a unique phone number to each online source and then display that phone number to visitors who arrive at your website via that specific source. This allows you to pinpoint the exact source of incoming calls, and focus your time and money on those sources.

Number Name	Source	Country	Tracking Number	Forward Calls To	Call Recording	Status
Ivah Osinski	All	US	8 Numbers	1 - Main Menu	On	Active
Keyword Pool	All	US	8 Numbers	616-328-7016	—	Active
Main Pool	All	US	200 Numbers	1 - Main Menu	On	Active
Ines Littel	All	US	8 Numbers	501-328-5866	—	Active
Edison Labadie	All	US	8 Numbers	407-586-8635	On	Active
Unbounce Partner Listing	All	US	4 Numbers	1 - Main Menu	On	Active
Website	All	US	8 Numbers	423-756-0649	On	Active
Website Pool	All	US	8 Numbers	315-719-9826	—	Active
Maggie Walsh	Other	US	616-328-7016		On	Active
Emmet MacGyver	Other	US	501-328-5866	Support Direct VM	—	Active

2. Track your conversations.

It's great that you're driving more leads and phone calls, but it's equally as important to know how many of these calls are resulting in qualified leads and sales. One of the best ways to optimize overall marketing performance is to track which calls are converting to sales, and where they are coming from. By tracking your conversations you'll learn what keywords and ads are driving phone calls, what your customers are calling about, and which calls are resulting in sales. This way you can understand which calls are most valuable and how to get more of them.

Timeline > Elizabeth Griffin

Elizabeth Griffin
213-209-8334
Los Angeles, CA

Total Interactions: 18
First Call: Oct 9, 2019 1:40pm

Tracking Number: Main Pool
Initial Source: Google Organic

2:17 PM Inbound Recorded Call

Highlights: ASAP, whistling, diagnoses, repairs

Keywords Spotted: appointment, schedule, quote, service fee

Agent: Hi, Thank you for calling ABC Heating and Air. How may I help you today?
Hello, I have an issue with my AC unit. It suddenly stopped working and is making a whistling noise.
I can help you with that. It sounds like we need to schedule an appointment for

3. Look beyond the channel that drove the call.

Knowing what source drove a phone call is great, but being able to track your customer's entire journey leading up to that call is even better. Tools like call tracking and form tracking give you the ability to see each touchpoint that led to a call, including which marketing campaigns drove a caller to your website, which pages they interacted with, and the last action they took before they picked up the phone or filled out a form.

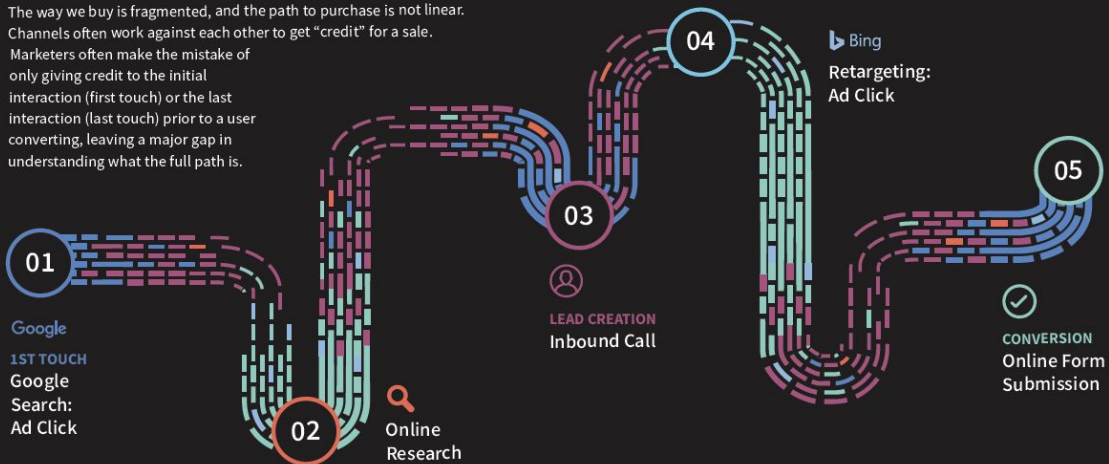
Multi-touch attribution:

(noun) The method of giving credit to the different marketing activities engaged with before taking a desired action.



The Challenge

The way we buy is fragmented, and the path to purchase is not linear. Channels often work against each other to get "credit" for a sale. Marketers often make the mistake of only giving credit to the initial interaction (first touch) or the last interaction (last touch) prior to a user converting, leaving a major gap in understanding what the full path is.



Benefits

Better budget allocation	Understand what activities are driving the highest ROI	Increase quality leads	Decrease CPL	Improve team alignment

4. Integrate your marketing systems for better insights.

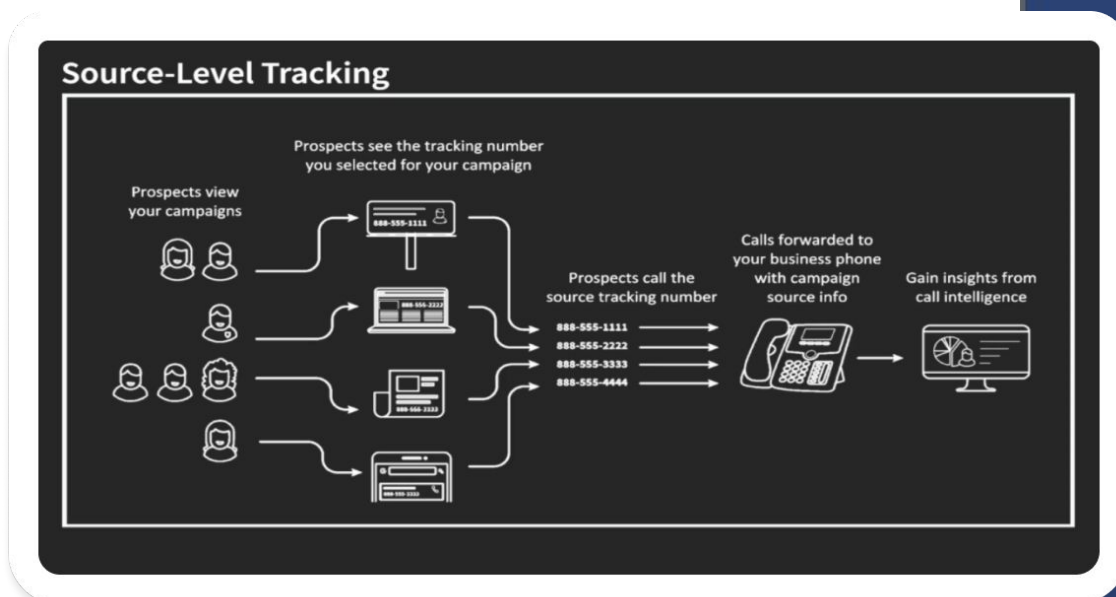
Call tracking shouldn't take the place of your existing marketing analytics tools, but it should enhance them. Many call tracking platforms integrate with CRMs, advertising programs, and analytics tools, giving you a full picture of your marketing ROI from ads to leads to customers.

Manage your sales and marketing resources

Once you've set benchmarks and you understand which marketing activities are bringing in leads and what types of phone calls are resulting in sales, you can start to better manage your resources.

If you're regularly getting qualified leads from a billboard, you might invest in more billboard ads.

Call tracking also drives insights to help optimize your sales processes. If you know a lead is calling about a flyer advertising a specific promotion, you can tailor that conversation immediately and make the most of your sales resources. If you see that you're missing a lot of calls at a certain time of the day, perhaps you adjust your staffing hours to accommodate.



Know which activities drive different types of leads

Another benefit of tying your calls back to specific campaigns, ads, and keywords is you're able to discover what types of calls tend to come from different sources.

With this information you're able to train your sales team on how to better handle these leads, or even route them to specific sales reps based on expertise. This results in a better customer experience and less friction along the customer's journey.

Dig deeper into your marketing performance

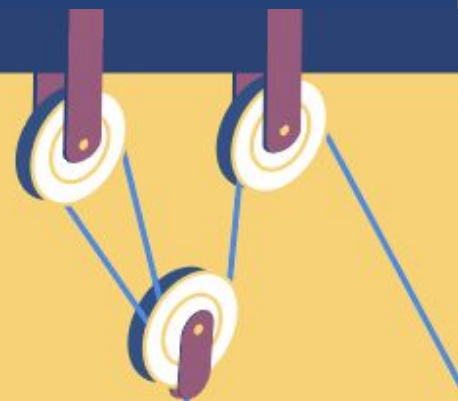
Once you've established a benchmark for KPIs like Cost Per Lead (CPL), Customer Lifetime Value (CLV), and Customer Acquisition Cost (CAC), you can easily understand if specific marketing tactics are underperforming or overperforming. By harnessing this data you can start to answer questions like the following:

- I've recently launched a new marketing campaign. What is the CPL of this new initiative? Is it above or below what I'm willing to spend?
- Which marketing channels are bringing me customers with the highest CLV? Should I invest more in these channels?
- Which marketing channels have the lowest CAC? Are they also channels that drive a high volume of leads? Can I invest more in these to lower my overall CAC?

3. How can I get the most out of my conversations?

The traditional business phone call isn't going anywhere anytime soon. According to a [study by the CMO Council](#), consumers rate phone calls as the top business communication channel they "couldn't live without" – beating in-person communication by over 10 percentage points.

Fortunately for businesses, customer calls are loaded with valuable data, such as customer information, keywords and speech patterns, and customer service insights. If you can capture and analyze all of this information, you can go a long way towards optimizing your marketing and improving your business's customer service.



Use call recording for quality assurance and future training material

If you've ever called into a customer service phone number, you're familiar with the recording that plays: "This call may be recorded for quality assurance and training purposes." And while consumers might not think much of it, call recording provides businesses with a host of benefits.

At the most basic level, call recording helps you keep a word-for-word record of each call you have with your leads and customers. But call recordings go further than helping you remember exactly what was said on a call. Call recordings can:

- Help you identify customer pain points, sales objections, and insights that your callers might have about your services or products
- Help ensure you and your team maintain a high level of customer service over the phone
- Serve as training material for future customer service agents

Let's say you run a dental practice, and you rely on phone calls to schedule appointments. Call recording would help ensure that your receptionists never miss important details, such as contact information or scheduling dates. You could also later review recordings to make sure your receptionists are meeting quality standards, like welcoming greetings, using the patient's name throughout the conversation, and maintaining a helpful tone when answering questions. And finally, you can identify calls that a receptionist handled well (or poorly) and use those recordings as examples and training material to help current and future receptionists improve their service skills.

Keep your customer front and center

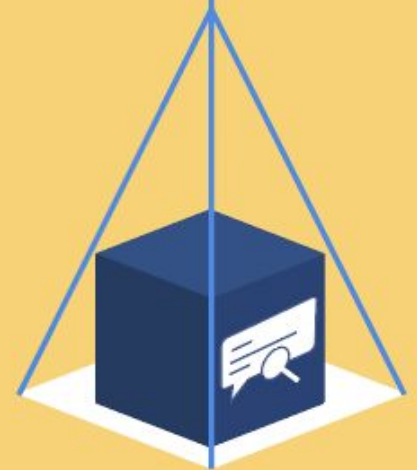
In today's crowded marketplace, customer service is the differentiating factor between businesses. In fact, customer service plays such a critical role that [65% of consumers](#) in one poll suggested customer service was more influential in their purchasing decisions than advertising.

You might draw clear lines between the responsibilities of those on your teams, but those lines are completely invisible to your customers. Customers want a smooth experience, whether it's their first phone call to learn about your business or they're a long time customer calling about a service need or problem.

Keeping the customer's perspective front and center when thinking about your sales and marketing tactics is crucial.

A great way of doing this is with advanced transcription tools, like [Conversation Intelligence](#), to capture these interactions. Tools like these can analyze thousands of your phone calls, text messages, and web chats to spot key terms and reveal trends in the questions your customers are asking.

For example, you can set a user-defined time frame to discover the most commonly used keywords during a specific period of time. This is especially helpful when measuring keywords that come up during holiday sales or promotional events. This data illustrates how your customers collectively think, feel, and speak about your products or services.



You can also use these tools' built-in keyword spotting to inform your marketing and enrich your lead generation. It can help you:

- Fine-tune your pay-per-click (PPC) and search engine optimization (SEO) strategies to include common keywords and phrases spoken by real customers
- Paint your business as the solution to a customer's problem by creating marketing material — social media posts, email campaigns, videos, etc. — that speaks directly to the pain points pulled from real-world conversations
- Identify calls that might need an immediate follow-up based on high-priority keywords spoken by a customer

In the dental practice example we used above, you might identify that a majority of callers ask your receptionists about teeth whitening services or orthodontic procedures. You could use this keyword data to optimize your PPC campaigns to reach more leads looking for “teeth whitening,” or you could create SEO-focused marketing material to organically attract more leads to your business. You can also identify and flag conversations that warrant a quick follow-up with a dentist, ultimately creating a better customer experience. For example, you could flag calls where patients use the words “painful” or “swelling.”

Using advanced transcription tools takes the busy work out of listening through call recordings — giving you clear, actionable insight into how you can optimize your marketing efforts and the customer experience.



CallRail

Want to learn if *your* marketing is working?

With this guide, you have a better idea of how to answer some of the most important marketing questions like, “How do I know where to spend my marketing dollars?” and “How do I ensure I’m using the right tactics in the right channels?”

The next step is to start collecting the data we discussed to make answering these questions a breeze. The best part? You can try CallRail right now for free. [Start your 14-day free trial.](#)

Start Free Trial →

