

CallRail

Ebook

Unlock your marketing potential

Use AI to turn your calls into a competitive advantage



Introduction

It might surprise you that artificial intelligence (AI) has existed for over 70 years, but it's only recently that the technology has advanced significantly. Now, businesses of all sizes and across all departments are using AI for a variety of tasks.

AI is especially promising for marketers as it allows them to do many tasks faster and more strategically. In this ebook, we'll examine some of the ways marketers use AI today. We'll also look at how a new realm of AI, which focuses on conversation intelligence, can automate insights into your customers and provide a new set of use cases that will drastically improve your marketing outcomes.

Excited to learn more about how AI can improve your marketing outcomes? Let's dive in!

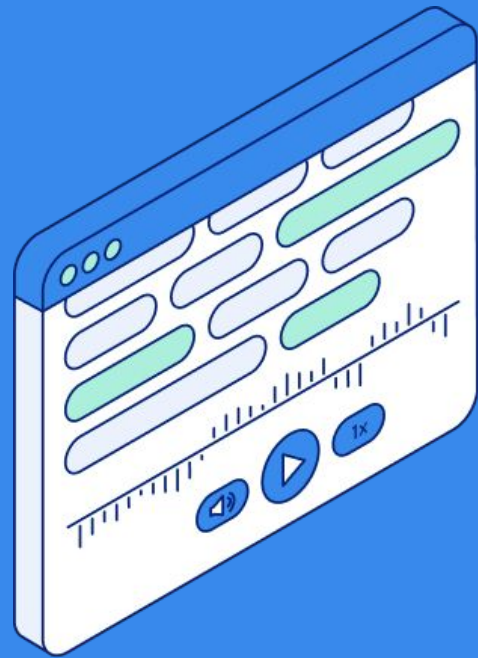


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Chapter 1

AI advances in speech recognition offer new opportunities in marketing

Businesses often receive a large number of customer sales and intake calls, which can be overwhelming to manage and impossible to listen to manually. But there's good news: AI technology has advanced significantly in speech recognition accuracy. [Assembly.AI](#), for instance, has been trained on 650,000 hours of human speech to achieve an accuracy similar to that of human transcribers.



Activity

Reports



Amy Willis
Amy.Willis@email.com
216-999-0582
Source: [Google Ad](#)



Call Back

View Timeline

Call Summary

Call sentiment: 😊 Positive

Inbound Call on Feb.6 4:44pm

Caller wanted an appointment for Friday. Rep asked for details about the appointment and location. Appointment scheduled with field rep.

Inbound Call on Jan.2 2222 5:32pm

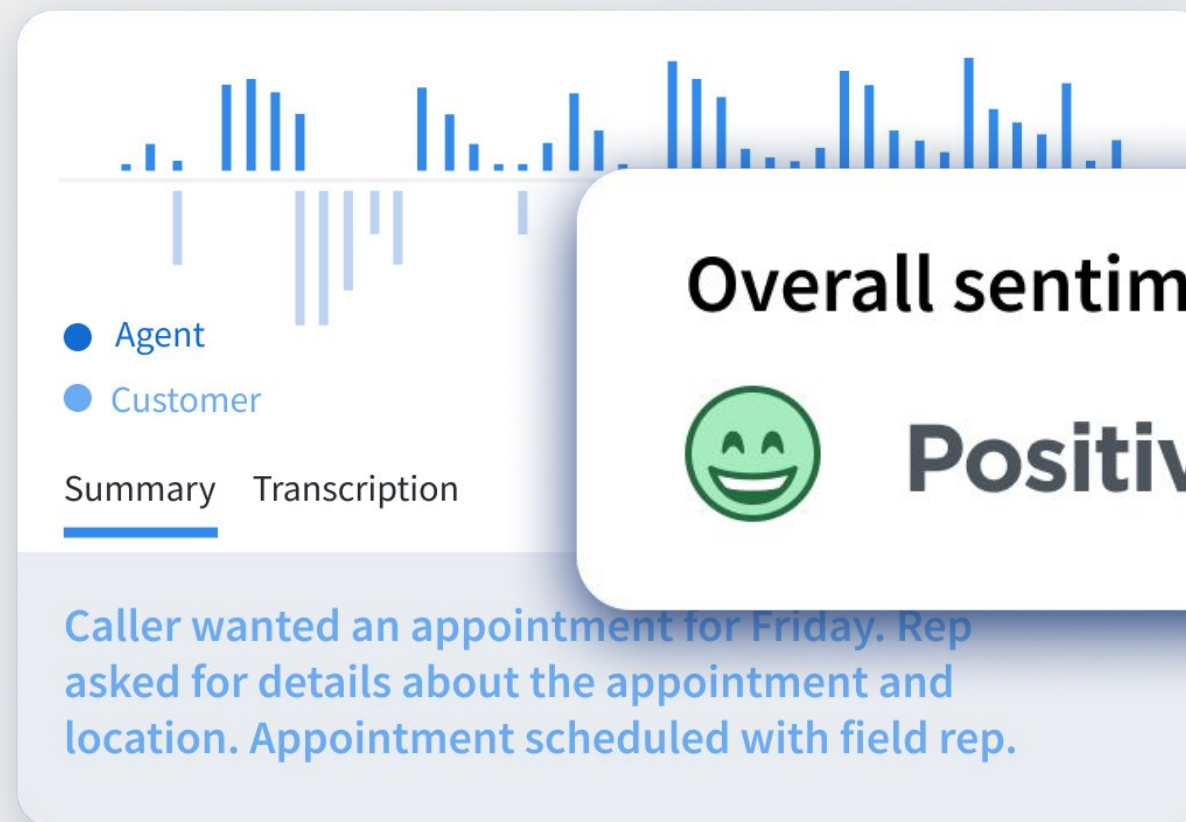


This breakthrough is especially exciting for businesses that rely on customer phone interactions, such as home services, law firms, and healthcare practices. By using AI to analyze customer calls, businesses can gain a deeper understanding of customers' needs, preferences, and pain points. This wealth of data can help improve marketing strategies, customer experience, and overall business outcomes.

[CallRail's Conversation Intelligence \(CI\)](#)[®], powered by Assembly.AI, is purpose-built to understand and transcribe conversations with near-human accuracy. It allows businesses to quickly and accurately surface key terms and phrases from conversations and quickly [summarize call details](#) so they can be more proactive in addressing issues before they become major problems. CI also saves time compared to manual call listening.

Vlad Kandybovich, CEO of Qshark Moving Company, notes that with Conversation Intelligence, he spends 90% less time on quality assurance because he can "quickly scan and make sure agents are being polite and giving the right information to customers and leads."

He can also use CI to discover the overall sentiment of a call to get a deeper understanding of the quality of customer and agent interactions.



Neutral



Overall sentiment

Positive



Negative



Common use cases for AI in marketing

There are dozens of use cases for how marketers use AI – everything from competitive research and content generation to campaign optimization and marketing automation. But businesses can get even better results from these AI use cases when they use AI-powered conversation intelligence as fuel.



Chapter 2

Research

AI has revolutionized the way businesses conduct research. With AI-powered research tools, you can process vast amounts of data and identify patterns and insights that would be impossible to uncover manually.

AI monitoring and listening tools, for instance, can process massive amounts of web and voice data to help your business stay on top of industry trends, monitor your competitors, and identify opportunities for engagement with customers. Reputation monitoring tools can also help your business track customer sentiment and respond quickly to negative feedback, improving your overall reputation.



Conversation Intelligence also provides several research opportunities. It allows you to discover what your customers really want by automatically analyzing the language customers and prospects use during calls.

For instance, a real estate agent might see a spike in mentions of a particular neighborhood. CI also allows you to mine customer calls for sentiment and flag calls for quick escalation and routing, such as when a customer requests to speak with a manager.



OUTBOUND RECORDED CALL CLASSIFICATION

Qualified:  Call on May 14

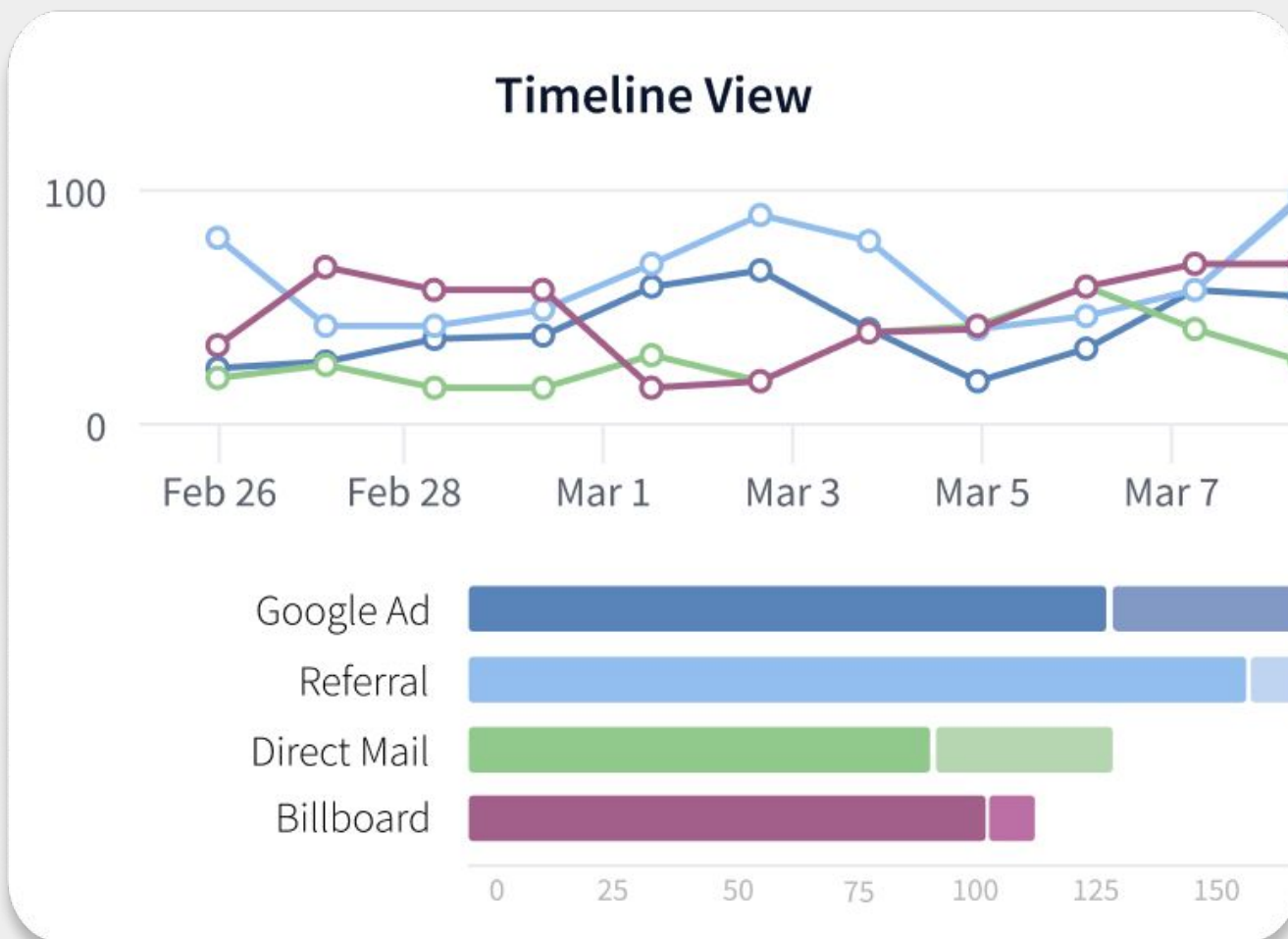
Tags: Follow Up Call ×
Buyer × +
Listing Provided ×

Value: \$11,000 +

Notes:

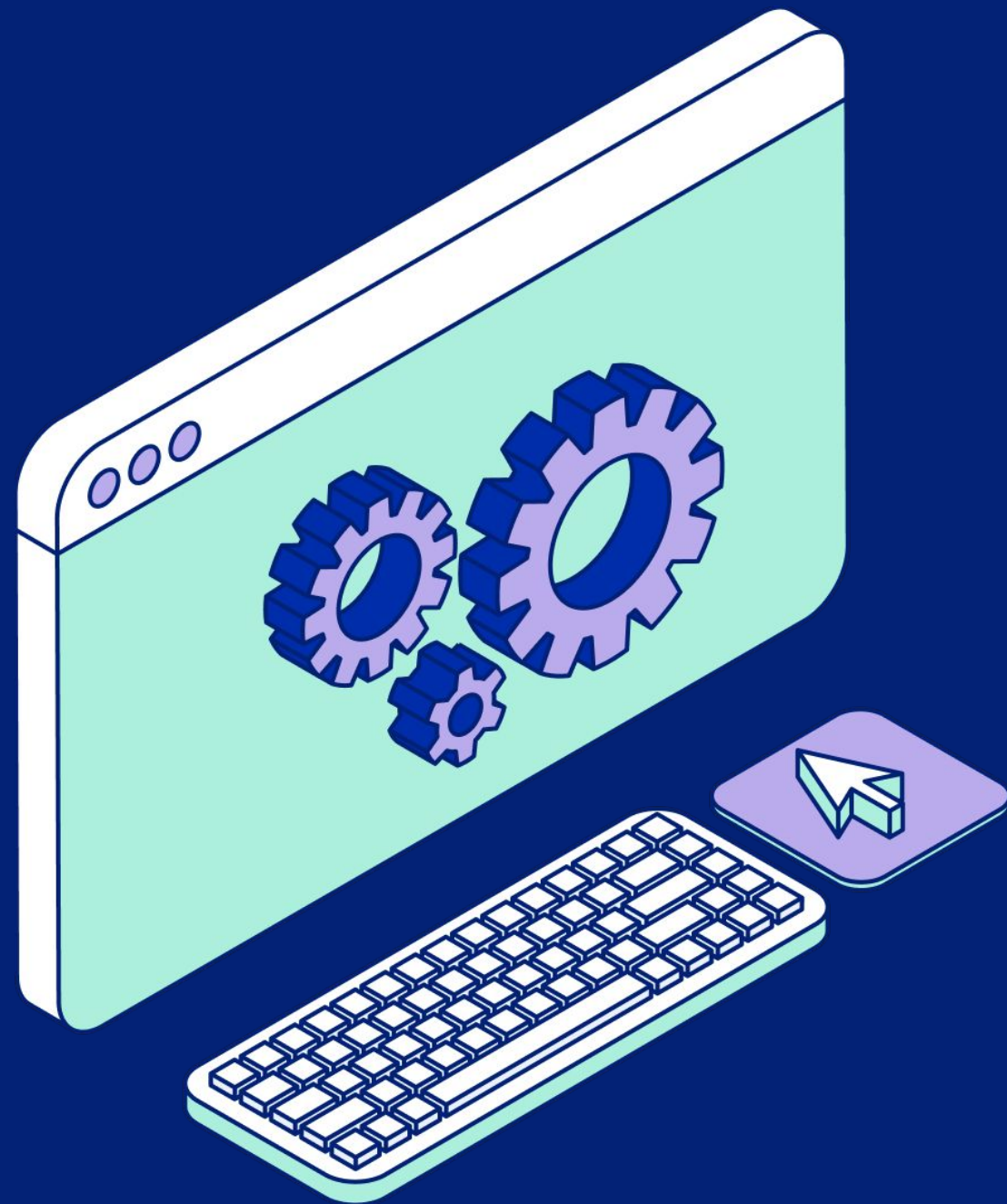
Returned call and provided details on 555 Sycamore St. bungalow

Finally, tools like [Call Tracking](#) can give your business even more valuable insights into your customers' journey. By examining web visitor tracking data, you can identify which campaigns, keywords, and ads your leads interacted with along their journey, making it much easier to know which ads are working, even when they aren't the final conversion point.



Try this:

- Set up [Conversation Intelligence](#)
- Determine which key terms are important to your business and set up [Key Term Spotting](#) to automatically detect how often those terms are (or aren't) used in conversations
- Use these insights to adapt your marketing strategies or sales talk tracks to get better results



Chapter 3

Search and SEO discoverability

While marketers have been using AI generators for SEO tasks like content outlines and keyword research for years – the challenge is fusing the data with insights that resonate with your audience. This is where Conversation Intelligence comes into play – it can automatically identify key terms spoken in calls and map their frequency to spot emerging trends.

One of the many benefits of quickly surfacing emerging trends in your calls is that when you compare what customers say they want to what your business offers – you might find a mismatch between the words you use to market your business versus the terms your customers use.

For example, a personal injury law firm might receive multiple calls about "scooter accidents," but they may not have been aware previously that this was even an area of opportunity. Based on the strong upward trend in this CI-spotted keyword, however, the firm could open an entirely new line of business for scooter accidents.



You can also see how the most frequently spoken terms and phrases on your sales and service calls compare to your target keywords and can use them to improve your SEO and keyword bidding strategies.



"With Conversation Intelligence, I have new insights into what's working in our campaigns and what's not. Sometimes, even a simple word change can make all the difference."

- [Ryan Cook, Director of Client Relations at Wit Digital](#)



Try this:

- Review the [Key Terms Spotted](#) report in CI to identify the most commonly-spoken words and phrases at a glance
- Check [Call Highlights](#) for recommendations of relevant and powerful keywords and phrases not set up in Key Terms Spotting
- Use insights from both reports to further refine your SEO and keyword bidding strategies and respond to customer sentiment appropriately

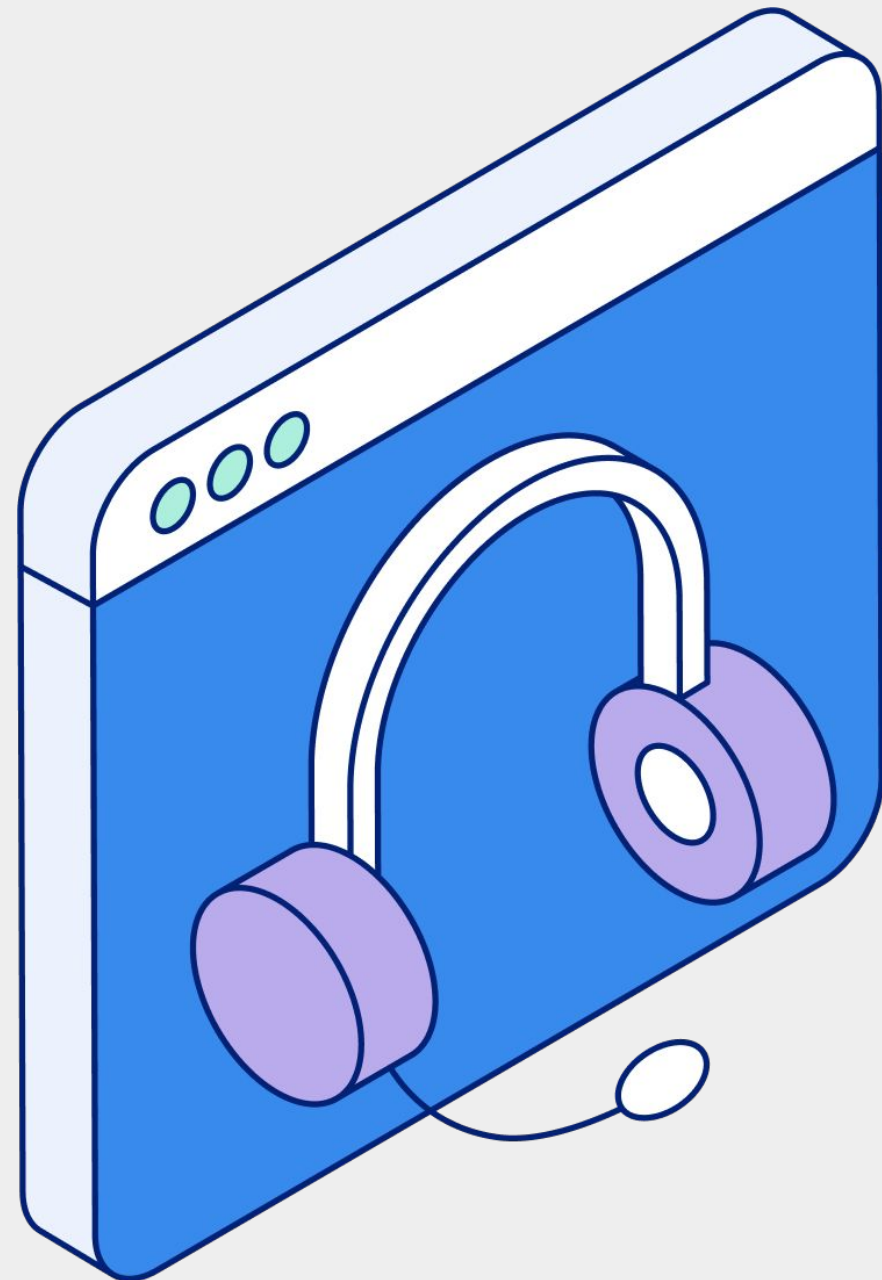
Chapter 4

Content generation

AI writing has been on the market for quite some time, but there's historically been a negative stigma associated with it. Not only is the data that some AI models use outdated, but AI models have also been known to plagiarize and copy word-for-word from other websites. "I just read this blog post on a different website" is a common criticism of AI-generated content. And often, because the content isn't valuable to users, it also doesn't rank well in organic search.

However, with more advanced AI tools for content generation, marketers are learning how to refine the inputs they use with modern AI models – and where and how it makes the most sense to use AI in crafting content.





For instance, you can apply insights from Conversation Intelligence, such as popular terms and phrases your customers are using, and ask an AI content generation tool, like ChatGPT, to generate content topics or even a rough draft based on those keywords and phrases. Still, it's wise not to rely on AI for final copy but to treat the output as inspiration or a loose first draft and then add your human touch.

AI can also be a powerful tool for bypassing 'blank page syndrome' and getting projects off the ground with prompts to help with brainstorming or generating copy you can further refine. It can also speed up the production of almost any type of content that marketing teams need – email, blog posts, landing pages, social media copy, headlines, email subject lines, summarizing content for promotional blurbs, and even sales pitches.

Just remember, AI-generated content still requires a human touch to turn it into high-quality, engaging content that resonates with your target audience.





"Despite its limitations, ChatGPT still should be in every marketer's and copywriter's toolbox. It shouldn't replace the work you do, but it can create more efficiency and allow you to devote more time toward creating outstanding work. Other dedicated marketing AI tools may achieve this efficiency even better, potentially freeing you from the boring tasks that get in the way of the skills only you can bring to your organization."

- Joe Gillespie, Director of Inbound Copy, [SmartBug Media](#)



Try this:

- Sign up for an AI-based writing service, or use Microsoft's ChatGPT or Google's Bard for free!
- Use keyword terms and phrases surfaced from CI and ask it to generate interesting topics based on those keywords.
- Use your AI writing tool of choice to generate drafts, but remember to put your brand's personal spin and the human touch on your work before you press publish

Chapter 5

Campaign optimization

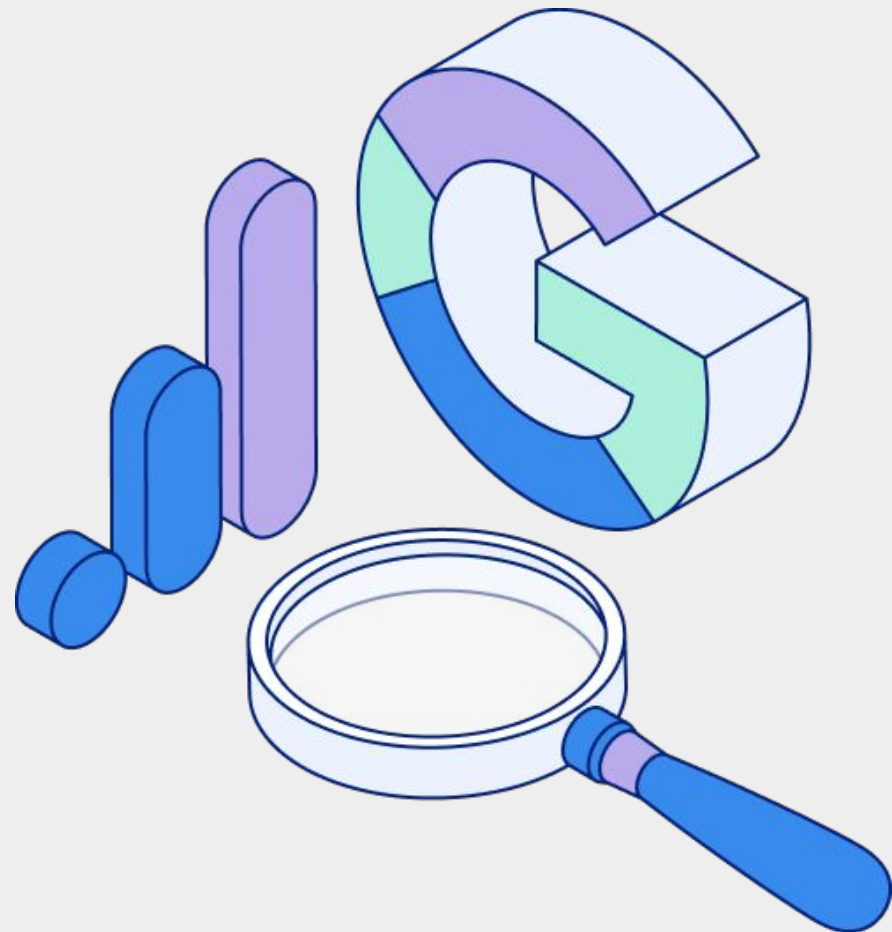
Optimized marketing campaigns lead to a lower cost per acquisition and a higher return on investment (ROI) – and AI can be immensely helpful with optimization by quickly sifting through data to determine what's working and what isn't.

Conversation Intelligence, for example, optimizes your marketing campaigns by automatically qualifying leads and turning those leads into conversions through a direct integration with Google Ads. By doing so, Google Ads understands not only which keywords and ad creatives drive calls, but also which of those calls turns into a hot lead or paying customer.



With this information, Google Ads can bid smarter on the keywords or creatives that truly drive revenue, not just calls or clicks. This means you can ensure that your advertising budget is spent on the most qualified leads, resulting in a higher return on investment (ROI). If your business has a limited advertising budget, this feature can be especially helpful.

You can also use AI to fine-tune marketing and keyword bidding strategies for further campaign optimization, such as identifying the most frequently used keywords and phrases and then adjusting your SEO and keyword bidding strategies accordingly. Moreover, by identifying the sources of your best leads, you can allocate your advertising budget more effectively.



Try this:

- Set up the [CallRail Google Ads integration](#)
- Track calls as conversions
- Use the insights to optimize your Google Ad campaigns with the best keywords and ad creatives to drive more conversions

Chapter 6

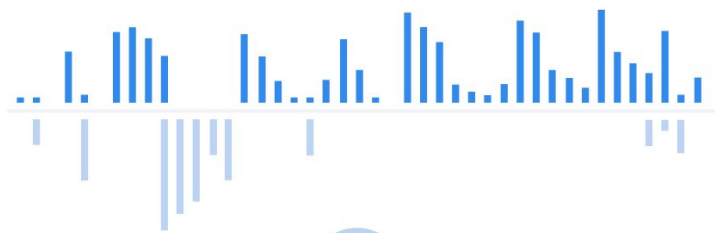
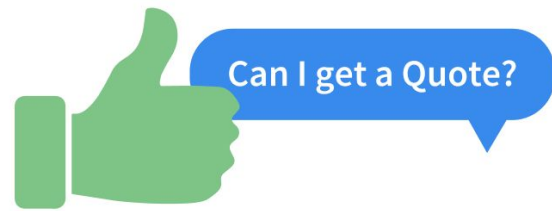
Marketing automation

Marketing automation is a powerful tool if you want to increase conversion rates and improve the efficiency of your marketing and sales teams. By combining user data and predictive analytics, AI can help predict what customers want. For example, AI can automatically deliver personalized offers to customers at the right time based on insights from past online behaviors. This helps increase conversion rates and order or deal sizes significantly.

AI-powered chatbots are a popular marketing automation tool because they can answer common questions, provide product recommendations, and even process orders. By acting as a first-line of customer service or sales, these chatbots allow businesses to strike while the iron is hot and never miss a chance to nurture a lead.



Qualified Lead



Contact	Most Recent Call	First Touch	Qualified	Tags
Cooper Harvey 582-400-4650 ●	Jun 28 11:34am	Direct Mail	👍	New AC ×
Murphy Brooks 239-976-7018 ●	Jun 28 9:25am	Referral	👍	Quote Request ×
Darin Bruce 308-958-6543	Jun 28 8:22am	Google Ad	👎	Wrong Number ×

Conversation Intelligence is another powerful tool for marketing automation. You can use CI to automatically qualify leads based on certain keywords or phrases mentioned during a call. When a lead is marked as "qualified," marketing and sales teams can ensure timely follow-up using automated notifications to sales staff and use this data to more accurately track the performance of different ad channels.



"Using CallRail, we don't have to listen through all our calls. Conversation Intelligence auto-tags calls as qualified or not, then pushes data back into our advertising channels so we can accurately track the performance of qualified conversions."

- [Aaron Metzger, Founder and CEO of Genius Digital Marketing](#)

Another way to automate your marketing efforts is by using the CI integration with CRM solutions. For example, by integrating with ActiveCampaign, you can not only send all your call data to ActiveCampaign but tailor automations and communications by marketing source and track content engagement through phone calls.

For instance, you can set up an automation to send an email to every lead whose call lasts longer than one minute. This will help you better understand the entire customer journey and be able to gauge the effectiveness of all your marketing touchpoints.



“AI content tools hold the potential to support — not replace — marketers, writers, and designers in creating outstanding content.”

*- Kody VanSistine,
Partner Marketing Specialist,
[SmartBug Media](#)*



Try this:

- Use [Call Score](#), a feature of Conversation Intelligence, to score your calls
- Set specific criteria to classify calls as qualified leads
- Calls are automatically scored based on criteria
- Based on the score, you can determine which campaigns drive the best calls to your business

CallRail

Use AI to turn calls into your competitive advantage

Try Premium Conversation Intelligence™ free

Thank you for the information you sent me. I'm interested in **setting up a time** to talk about **my account.** I'm eager to get started **as soon as possible.**

