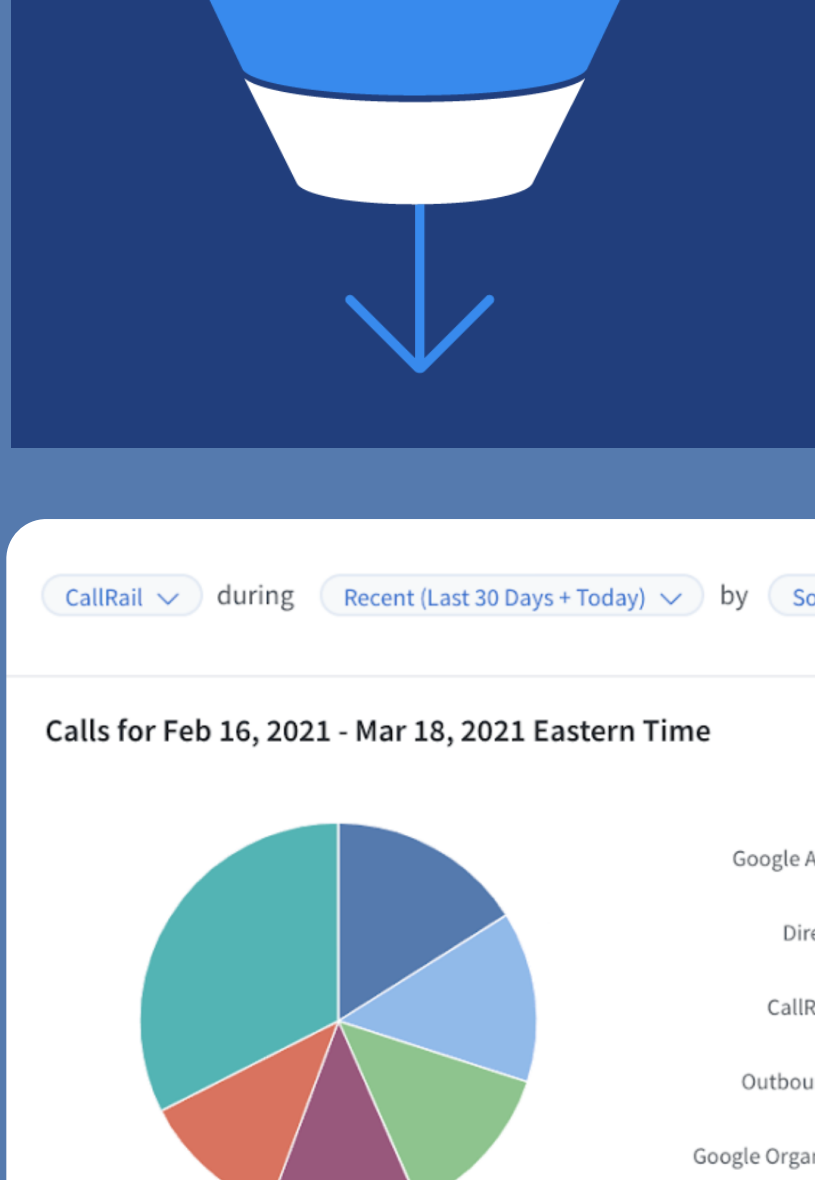
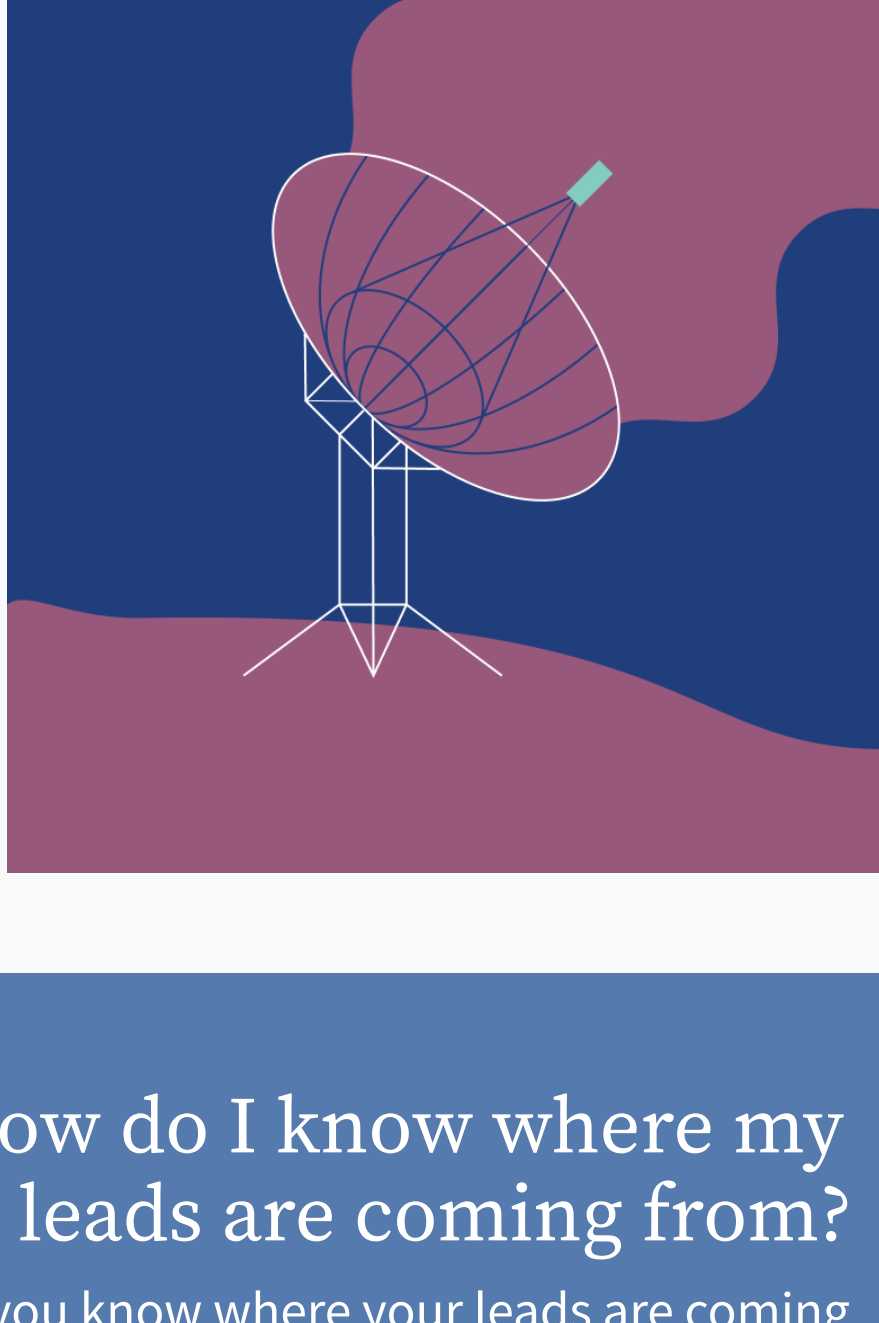


Tip sheet

7 common SMB marketing questions, answered

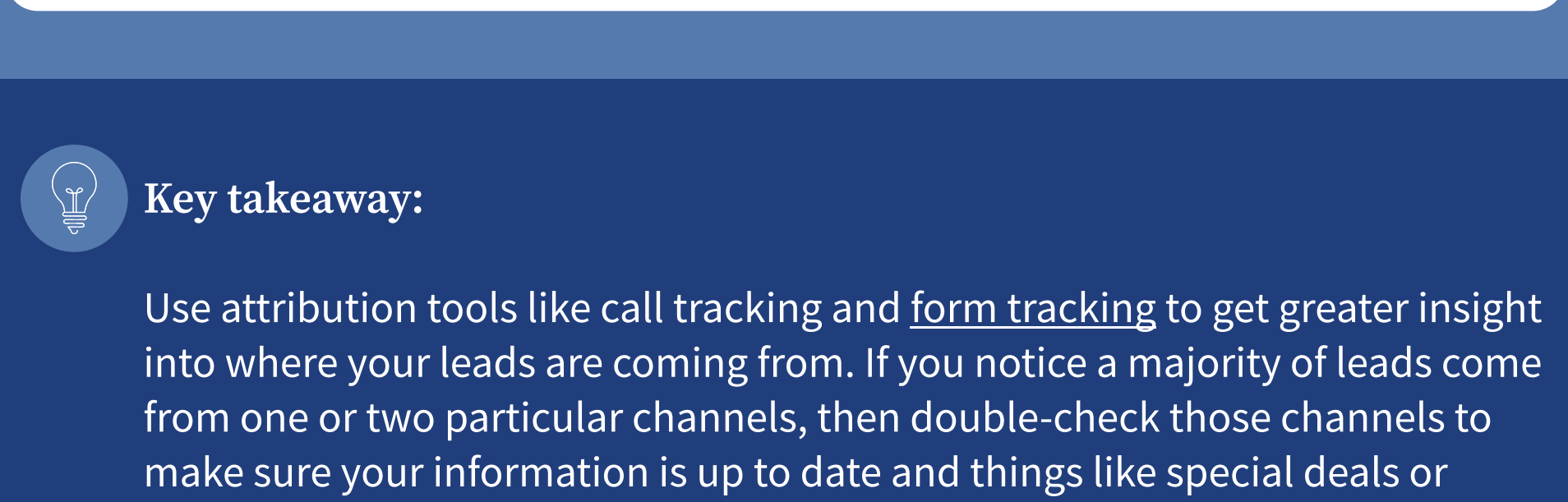
Let's face it: marketing your business is often difficult, time-consuming work. And as a small business owner with a million things on your plate, your time and energy are valuable commodities.

That's why we've put together this helpful tip sheet to answer seven of the biggest marketing questions small businesses ask today. Keep reading to find out how the right marketing attribution tools can take the guesswork out of knowing what's working (and what's not) with your marketing efforts.



1. How do I know where my best leads are coming from?

When you know where your leads are coming from, you can optimize those channels to increase your lead generation and lower advertising costs. Marketers commonly use attribution software to track online clicks and conversions, but if you're not also tracking calls or form submissions, you're missing critical insights. With [call tracking](#) and [form tracking](#), you'll know which ads, keywords, and marketing campaigns led to your best calls and lead conversions.

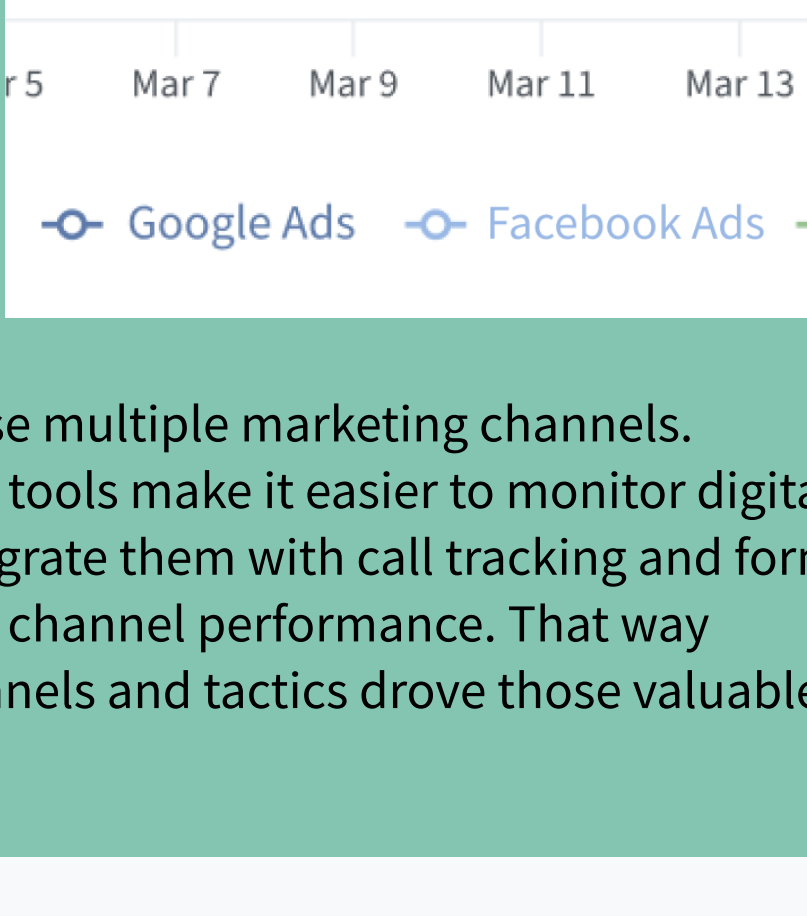


Key takeaway:

Use attribution tools like call tracking and [form tracking](#) to get greater insight into where your leads are coming from. If you notice a majority of leads come from one or two particular channels, then double-check those channels to make sure your information is up to date and things like special deals or seasonal promotions are correctly listed.

2. How do I know which marketing channels are getting the best ROI?

Your advertising might be [generating leads](#), but if you don't know the ROI for each of your marketing channels, you won't be able to tell which channels are cost-effective (or, which are driving the most valuable leads!). To determine ROI, look at each of your marketing channels (for example, Google Ads, social media, print advertising, out-of-home advertising, etc.) and divide their cost by the number of leads they generate.

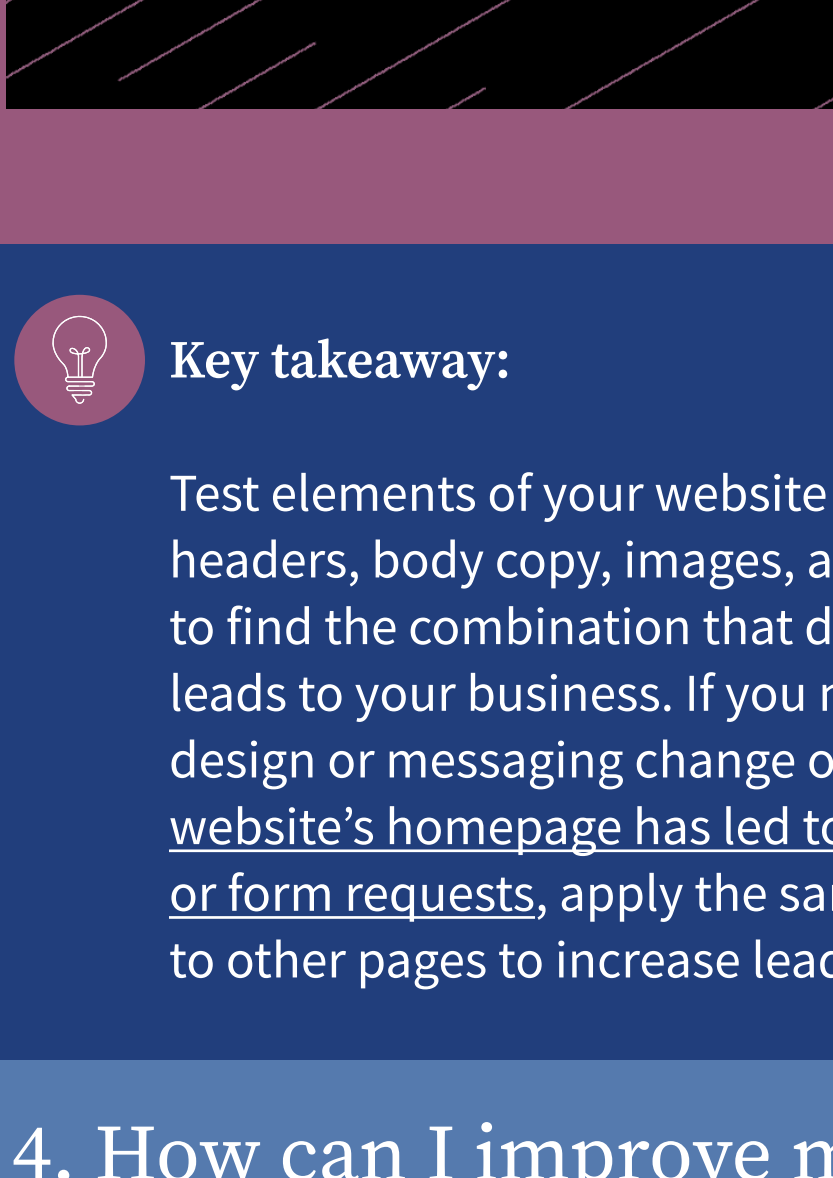


This might take some time — especially if you use multiple marketing channels. Google Ads, Facebook Ads, and other marketing tools make it easier to monitor digital marketing performance, but make sure you integrate them with call tracking and form tracking software to get the greatest insight into channel performance. That way you're not missing out on which marketing channels and tactics drove those valuable leads to your business.



Key takeaway:

Consistently [monitor the ROI](#) of each of your marketing channels to find and eliminate any wasteful ad spend. Use call tracking and form tracking solutions for even greater insight into marketing performance — then reduce your ad spend on those channels that aren't converting visitors into leads, and bolster well-performing channels to increase lead generation.



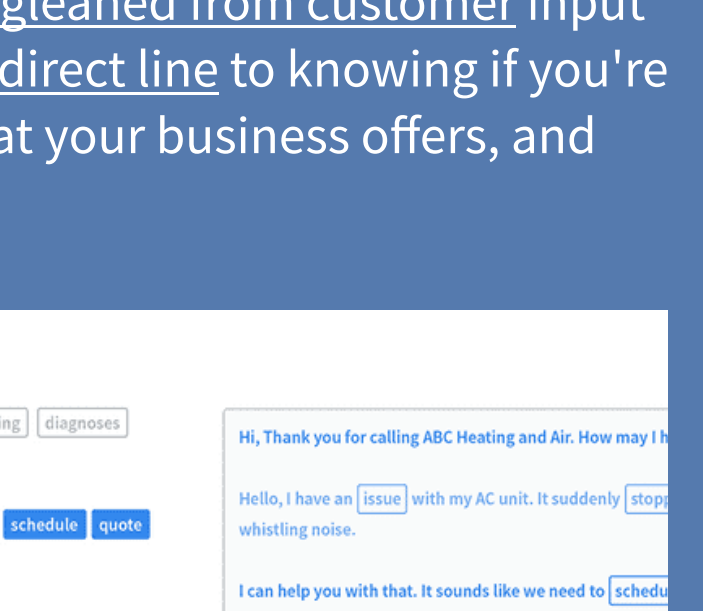
3. How can I improve my website performance?

Your website should be optimized to generate high-quality leads, no matter where they come from. To improve your site, you'll need to test different landing pages and elements — such as your site design, headlines, body copy, images, and call to action (CTA) — until you find a combination that generates the most leads. You can also look at your [call and form tracking data](#) to see which element combinations drive the most calls and website requests to your business.



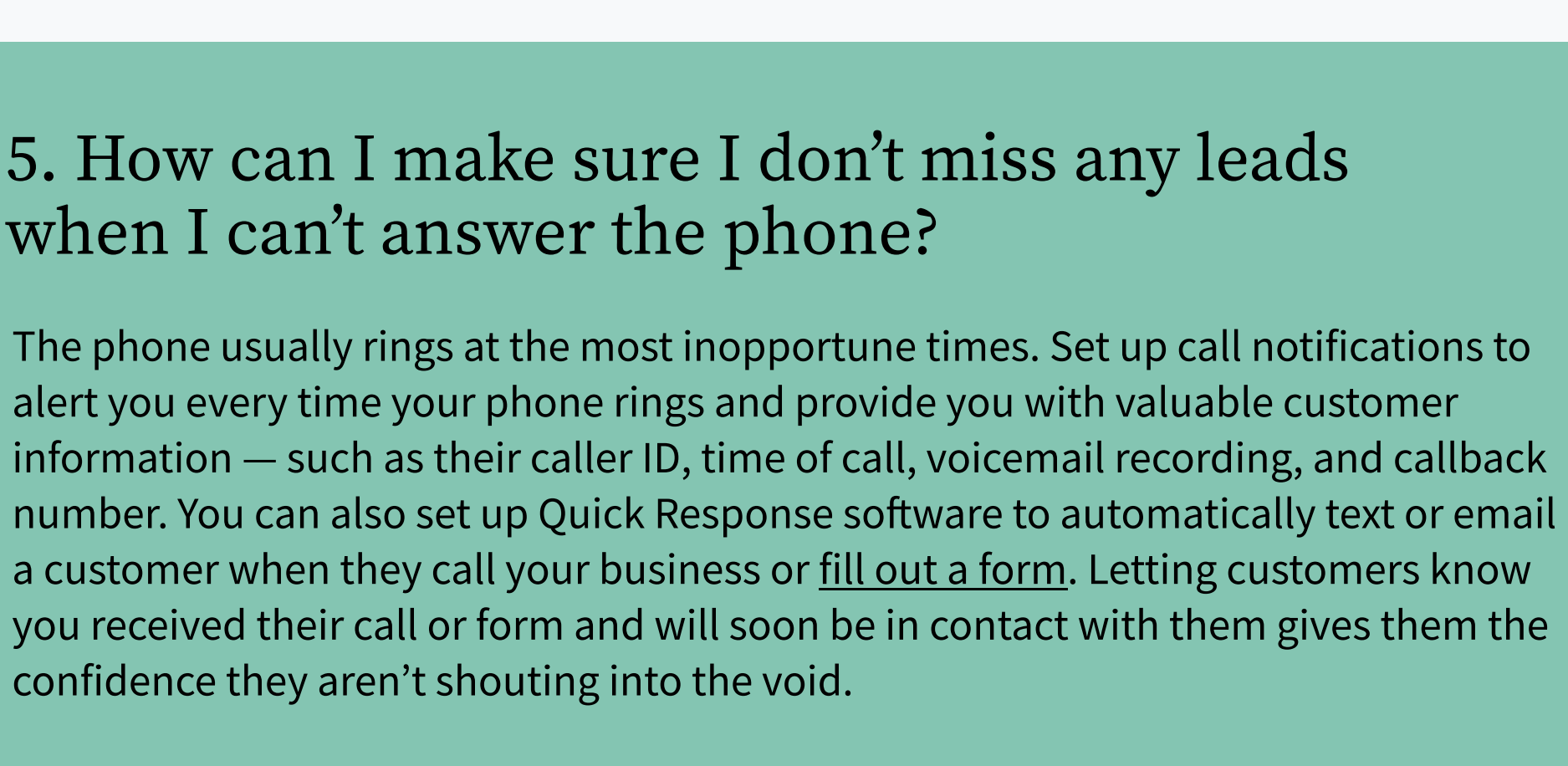
Key takeaway:

Test elements of your website such as headers, body copy, images, and site design to find the combination that drives the best leads to your business. If you notice that a design or messaging change on [your website's homepage has led to more callers or form requests](#), apply the same principles to other pages to increase lead generation.



4. How can I improve my lead and existing customer experience when they contact my business?

Providing a positive experience when anyone contacts you — whether a potential new customer or an existing one — is critical for your business success. And when it comes to phone calls, providing a great experience can spell the difference between gaining, keeping, or losing a new client. The feedback gleaned from customer input and calls is invaluable, and should be considered [as a direct line](#) to knowing if you're approaching engagement with those interested in what your business offers, and those who are current patrons.



One simple yet impactful way to improve customer experience is to use call recording and form tracking software to capture, reference, and learn from conversations you have when people call to get more information about your services, ask about availability or rates, or inquire about a specific need or project (or, for use as coaching and training material for your staff). You can also set up call flows to make sure callers are put in touch with the right people at the right time — including you! — saving your customer time and avoiding unnecessary call transfers, or having to leave yet another voicemail. CallRail offers a single platform that [does both](#).

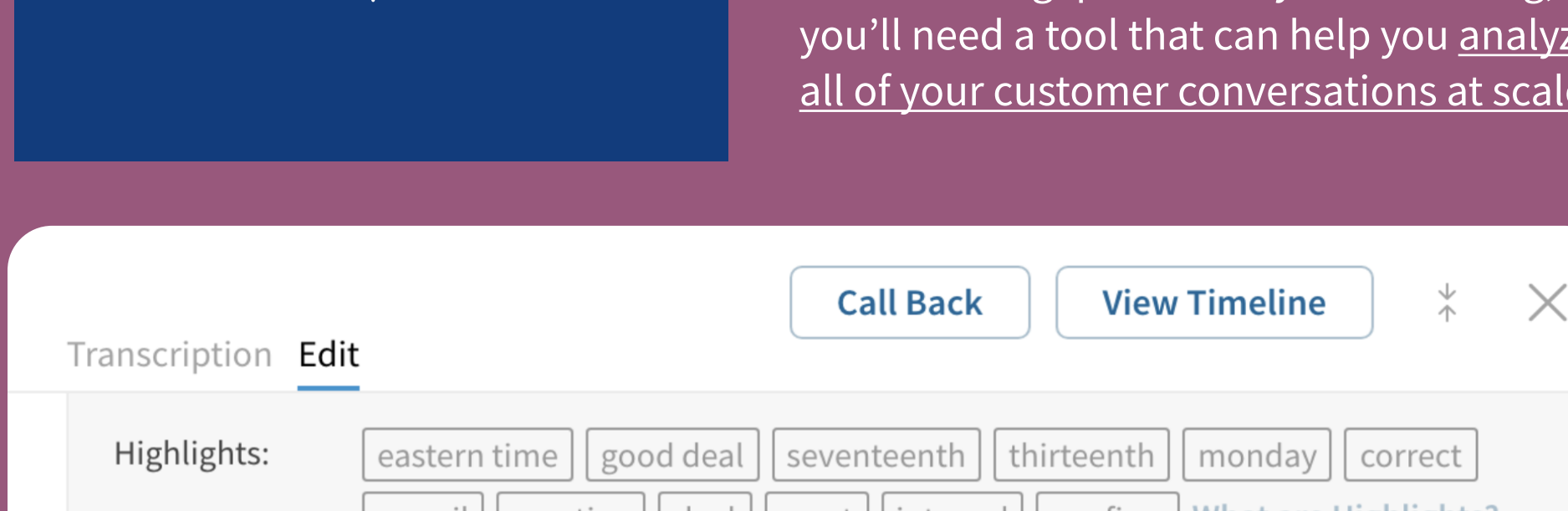


Key takeaway:

Call recordings can provide your business with [valuable customer insights](#) you can use to improve your products or services and [train your staff](#) and employees on the best customer service principles. The more positive experience you provide your callers and customers — no matter where they're at in the customer journey — the more likely they are to purchase from you and remain loyal customers.

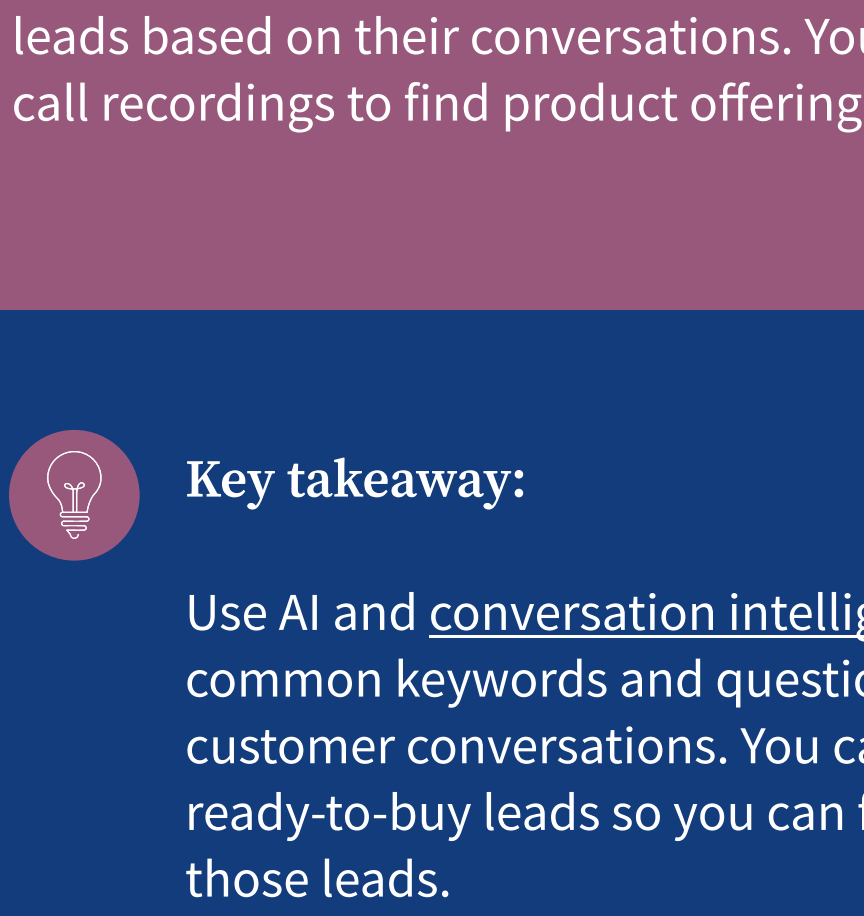
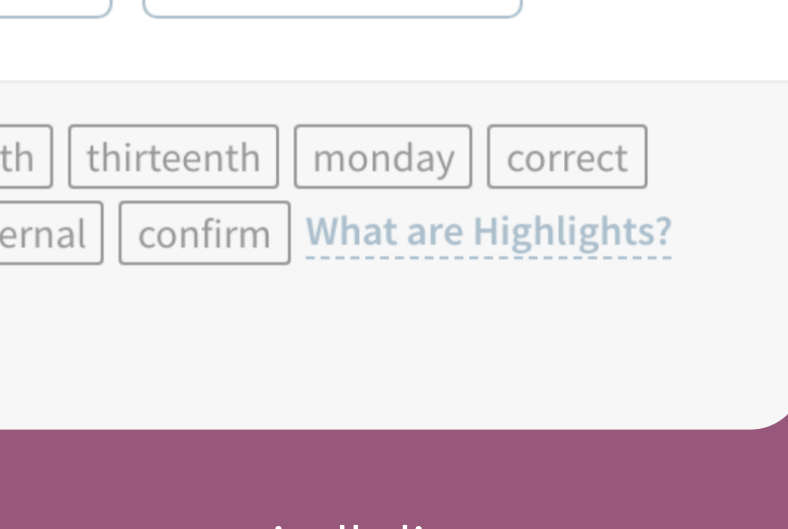
5. How can I make sure I don't miss any leads when I can't answer the phone?

The phone usually rings at the most inopportune times. Set up call notifications to alert you every time your phone rings and provide you with valuable customer information — such as their caller ID, time of call, voicemail recording, and callback number. You can also set up Quick Response software to automatically text or email a customer when they call your business or [fill out a form](#). Letting customers know you received their call or form and will soon be in contact with them gives them the confidence they aren't shouting into the void.



Key takeaway:

Use a phone system that accurately collects contact information on every call that comes into your business — no matter the time of day (or if you're busy juggling a million other things). That way, you can quickly follow up with callers on your schedule.

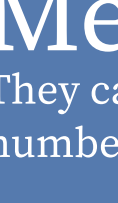


6. How do I know if there are gaps in what we're offering or selling?

No amount of target market research can compete with hearing your customers explain exactly what they want or need in your particular products and services. If you want to find gaps in what you're offering, you'll need a tool that can help you [analyze all of your customer conversations at scale](#).



Today's AI and [conversation intelligence](#) software can automatically listen to every phone call, transcribe it, highlight commonly spoken keywords and phrases spoken by your customers, and — once provided with user-defined settings — even identify viable leads based on their conversations. You'll save you and your team hours of listening to call recordings to find product offering gaps or common areas of customer complaints.



Key takeaway:

Use AI and [conversation intelligence](#) tools to quickly identify themes, common keywords and questions, and speech patterns in all of your customer conversations. You can also use conversation intelligence to flag ready-to-buy leads so you can focus more energy on connecting with those leads.

7. How do I set realistic goals for my marketing efforts?

Before spending a dime on marketing, you need to set clear goals and expectations to act as benchmarks for your marketing efforts. Marketers who set goals — be that revenue, lead generation, customer retention, etc. — are [376% more successful](#) than marketers who don't. The S.M.A.R.T. framework is one of the most popular goal-setting tools available. S.M.A.R.T. goals are:

Specific: They focus on one particular metric, i.e. "15% increase in sales" instead of simply "more sales."

Measurable: They can be quantified, such as the number of calls to your business.

Attainable: They should aim high, but not be out of reach of your current staff and resources

Relevant: They will bring you closer to a specific, long-term business objective

Time-bound: They have a deadline you can put on a calendar and hold your team to.



Key takeaway:

Set S.M.A.R.T. goals for your business so you can measure the effectiveness of your marketing efforts. The clearer your goals are, the easier it will be for your team to work towards achieving them.

Want to learn how to take your SMB marketing to the next level?

Download our guide, "[Is my marketing working?](#)" to get more tactical advice that'll help you improve your marketing, boost ROI, and take the guesswork out of knowing if your overall marketing strategy is succeeding.

Or, are you ready to get started right away? [Try CallRail for free now](#)

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