

From billboards to AI: How small business marketing is changing



How AI-powered lead tracking is transforming marketing for small businesses

A decade ago, tracking the source of your business’s leads was an impossible puzzle, making it hard to measure campaign success, improve marketing efforts, and close more business. Marketing has come a long way from the limited channels and few tracking tools of the past, to the numerous channels and tools of today that reveal the impact marketing efforts have on the customer journey.

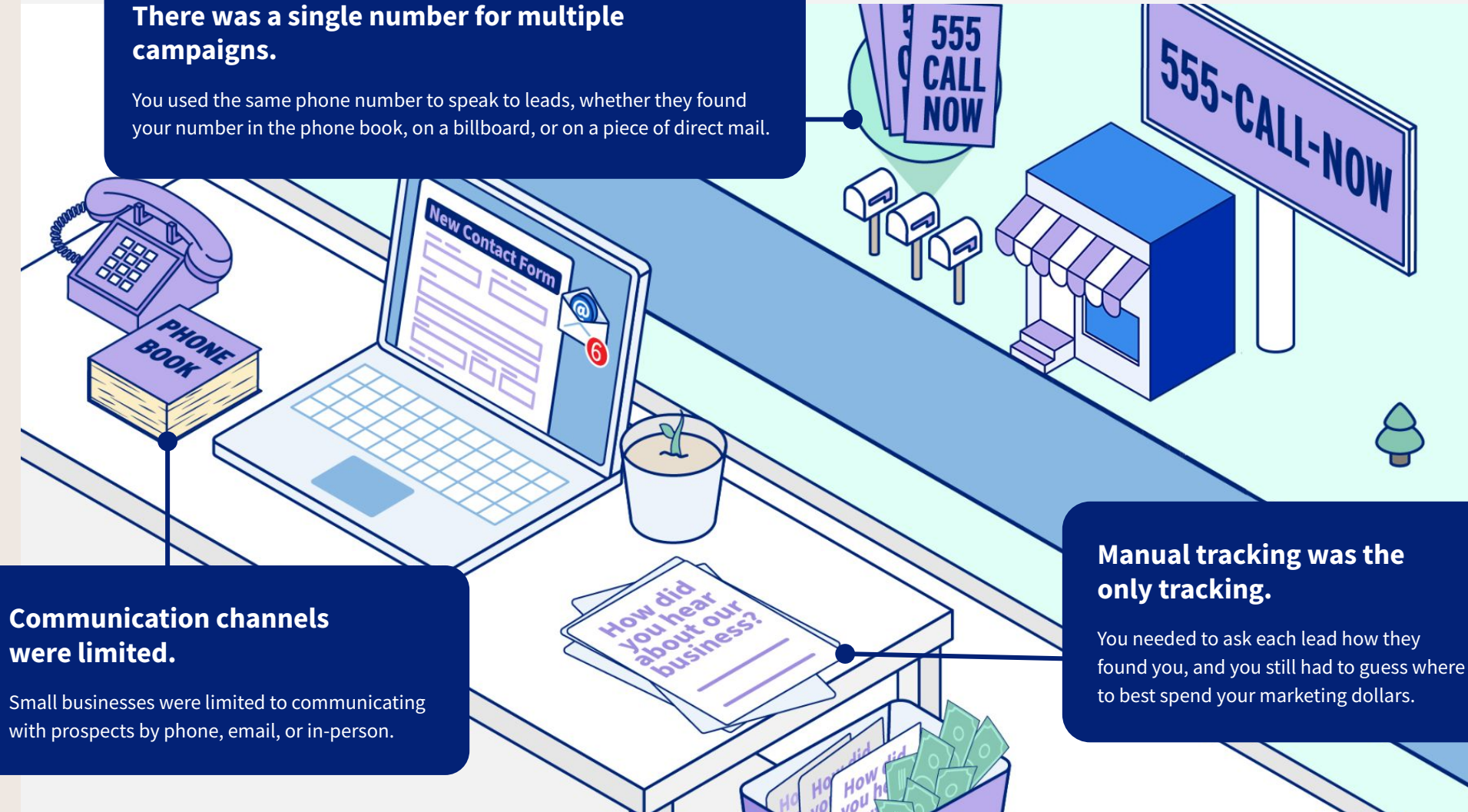
Looking ahead, tools like lead tracking technology and AI are ushering marketing into the future by helping businesses easily identify which channels produce the best leads, ultimately driving increased ROI.

Past: Small companies could not track marketing, spending 20% more for each lead.

Small businesses had a limited number of marketing channels and were often left in the dark about the effectiveness of their marketing campaigns. It was difficult to know which leads came from where and track results. Was it the billboard, the radio ad, or the Thumbtack listing that was driving leads? Even if you asked a lead how they found you, the caller may have had only the vaguest notion of what caused them to call your business. And it costs money – because businesses that don’t track leads spend 20% more for each lead.

There was a single number for multiple campaigns.

You used the same phone number to speak to leads, whether they found your number in the phone book, on a billboard, or on a piece of direct mail.



Communication channels were limited.

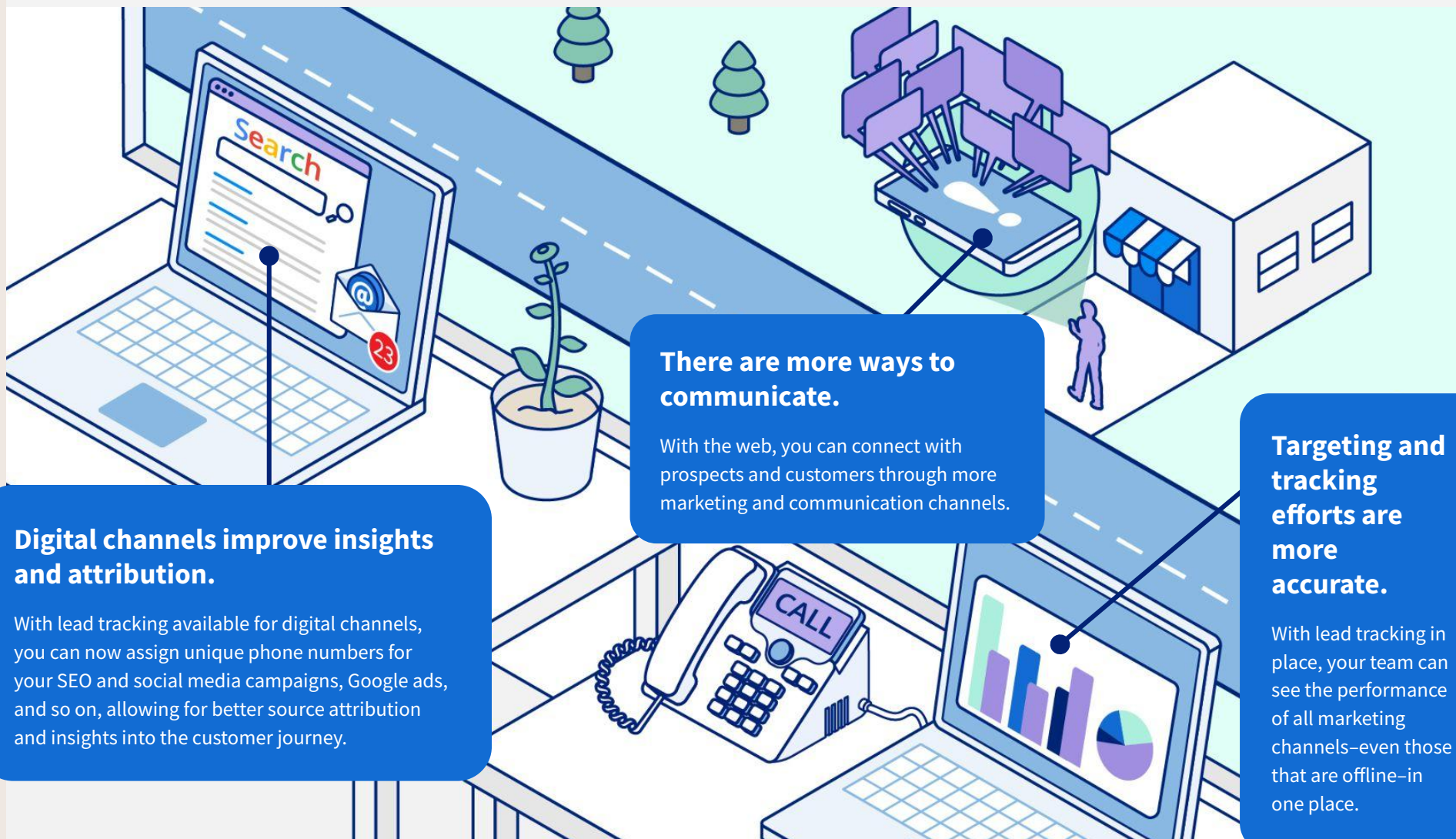
Small businesses were limited to communicating with prospects by phone, email, or in-person.

Manual tracking was the only tracking.

You needed to ask each lead how they found you, and you still had to guess where to best spend your marketing dollars.

Present: As marketing channels become more sophisticated, businesses get 10% more leads with call attribution.

Small businesses have embraced digital marketing, giving them access to more marketing channels. It’s also now possible to measure attribution for even non-digital channels with lead intelligence. CallRail’s lead intelligence solutions, which include Call Tracking, Form Tracking, and Conversation Intelligence, are used to analyze, record, transcribe, tag, and score conversations. In a competitive industry, this is critical because businesses without a way to attribute calls see 10% fewer leads.



Digital channels improve insights and attribution.

With lead tracking available for digital channels, you can now assign unique phone numbers for your SEO and social media campaigns, Google ads, and so on, allowing for better source attribution and insights into the customer journey.

There are more ways to communicate.

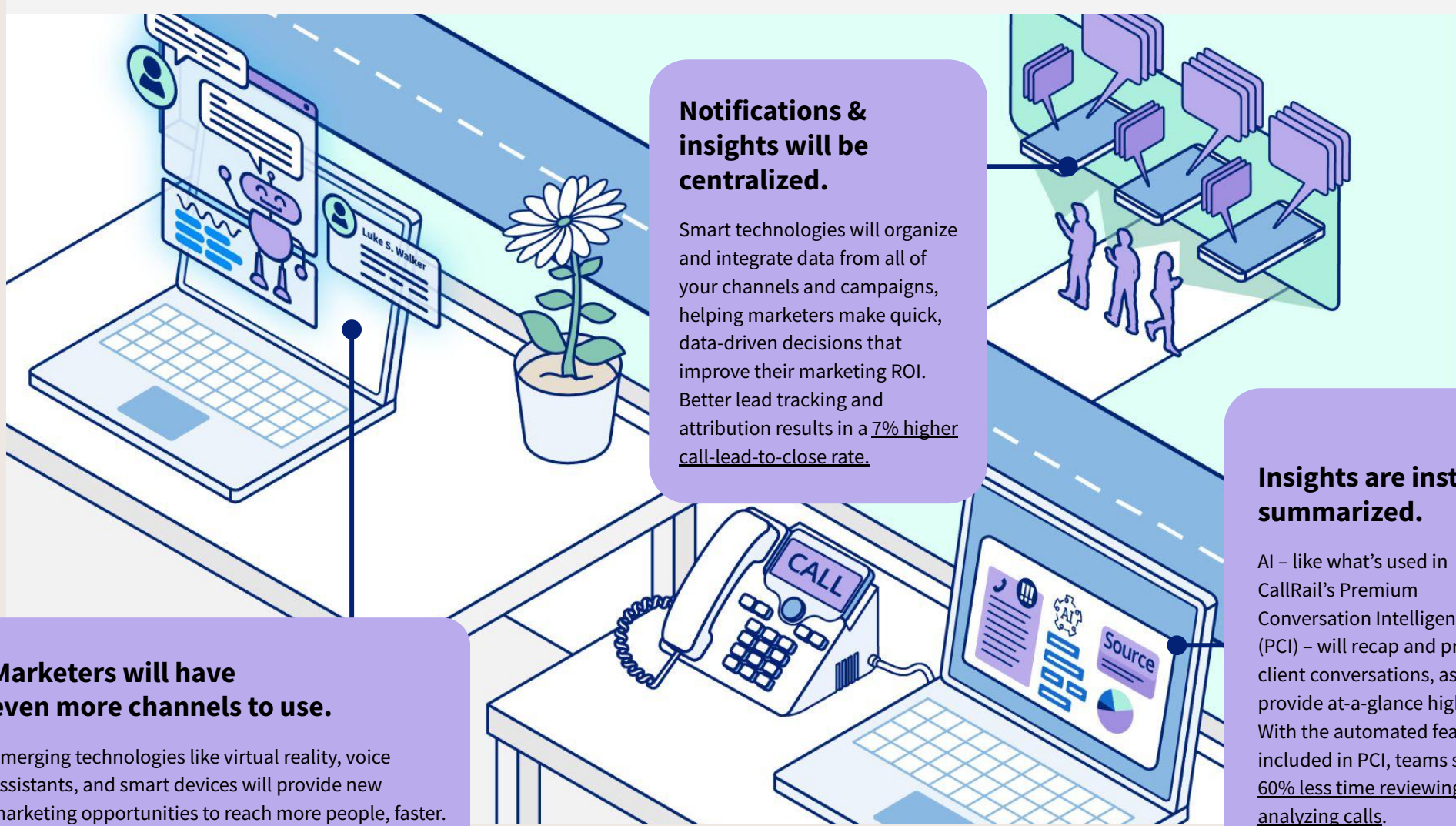
With the web, you can connect with prospects and customers through more marketing and communication channels.

Targeting and tracking efforts are more accurate.

With lead tracking in place, your team can see the performance of all marketing channels—even those that are offline—in one place.

Future: Emerging technology allows businesses to outmaneuver competitors and spend 50% less time qualifying leads.

Emerging technologies like virtual reality and AI are likely to revolutionize how you reach potential customers and manage leads. In the future, you’ll gain access to even more channels, but that doesn’t mean it should be more difficult. AI is already making channels easier to track and manage. And, the technology will not only be able to instantly analyze conversations but also create smarter lead campaigns. With AI-powered solutions, you’ll be able to automate critical tasks and spend 50% less time qualifying leads.



Notifications & insights will be centralized.

Smart technologies will organize and integrate data from all of your channels and campaigns, helping marketers make quick, data-driven decisions that improve their marketing ROI. Better lead tracking and attribution results in a 7% higher call-lead-to-close rate.

Insights are instantly summarized.

AI – like what’s used in CallRail’s Premium Conversation Intelligence™ (PCI) – will recap and prioritize client conversations, as well as provide at-a-glance highlights. With the automated features included in PCI, teams spend 60% less time reviewing and analyzing calls.

Marketers will have even more channels to use.

Emerging technologies like virtual reality, voice assistants, and smart devices will provide new marketing opportunities to reach more people, faster.



CallRail

Take your small business into the future with CallRail

Try everything we offer free for 14 days — no credit card required.

Use the insights into your most effective channels and campaigns from our AI-driven marketing tools to give your business the competitive edge it needs.

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