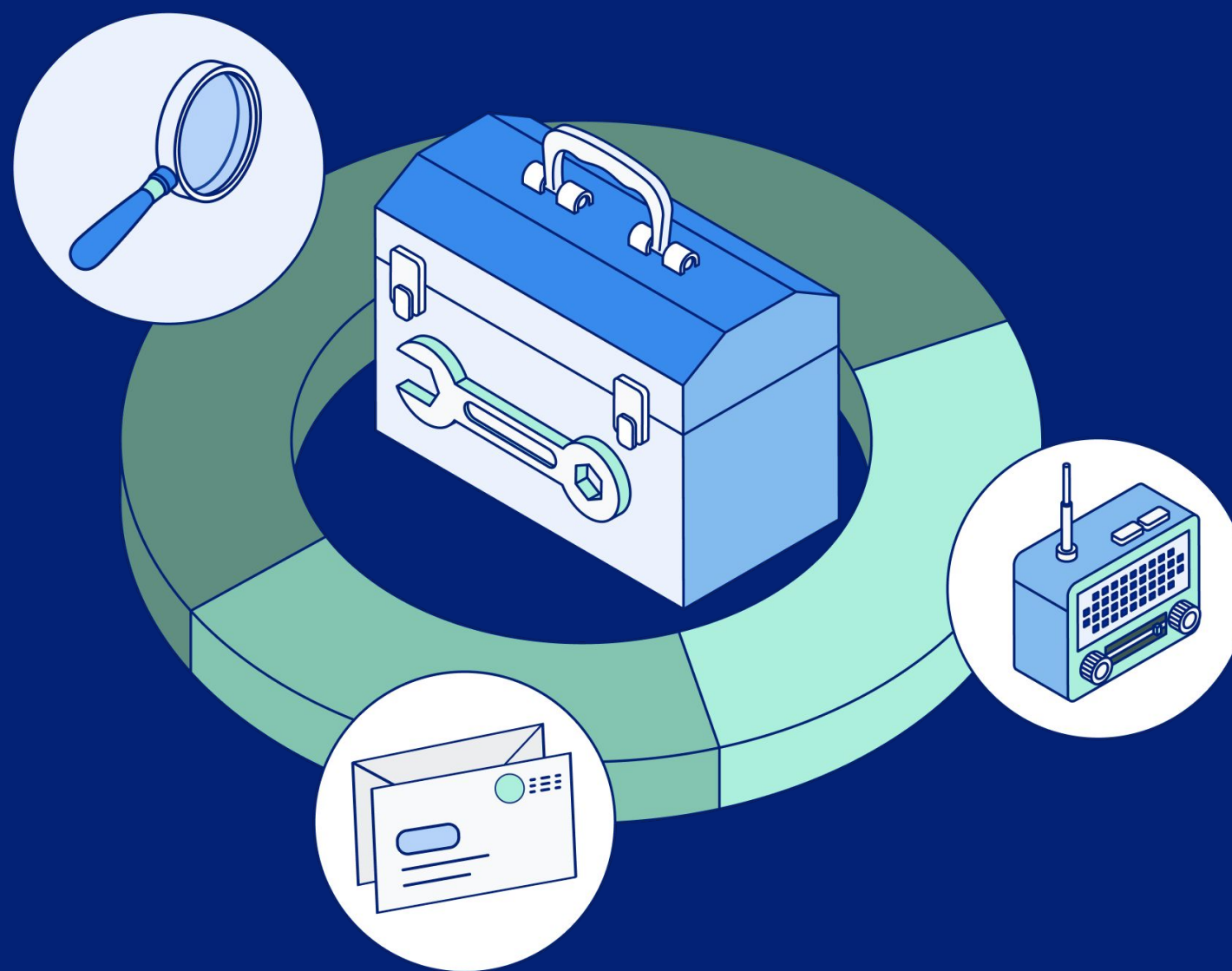


Tip sheet

# 5 tips for saving money on lead gen for home services businesses





The global home services market size is projected to grow from \$400.3 billion in 2020 to \$590.8 billion by 2028, according to [Statista](#). Explosive growth means more opportunities — especially for businesses that need to generate leads. [Call tracking](#) helps you understand where your best leads are coming from, allowing you to double down on your top lead sources, reduce your cost per lead, and boost ROI.

Take your knowledge to the next level with these common lead gen questions by home service pros.

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according to [Statista](#).



1

### How can I make sure my lead generation efforts are successful?

Wasting money on ads that don't bring in leads is bad for business – plain and simple. Fortunately, thanks to [Call Tracking](#), you can easily see which of your marketing activities are driving good leads and which ones need to be adjusted or scrapped.

2

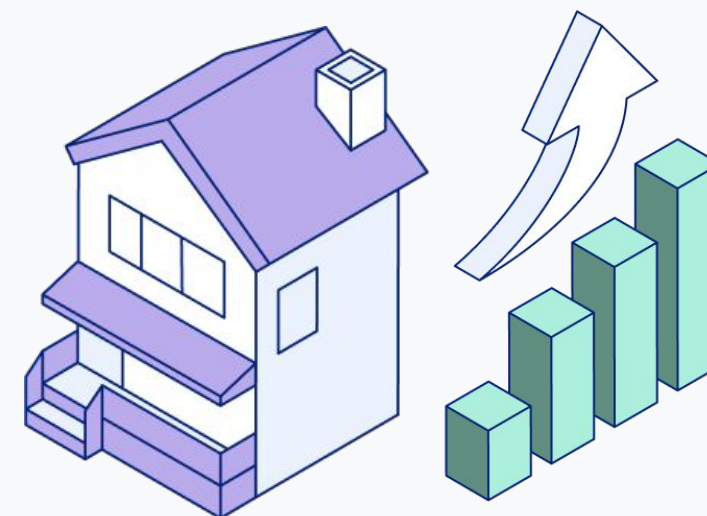
### How can Call Tracking help me generate more leads?

Call Tracking provides deep insight into the effectiveness of your marketing channels, helping you move spend away from less effective marketing channels and redirect dollars to lead gen efforts that bring in more customers.

3

### Does Call Tracking integrate with other lead generation tools or channels, like Google Ads?

With CallRail, you will not only track leads that come in via phone, but also leads that come through forms on your website or digital marketing channels like Google Ads and Yelp. CallRail also integrates with systems like Google Analytics, your CRM, email automation platform, and more, so you can view call data alongside other key data in your vital marketing platforms.



4

### How can I use Call Tracking to convert more leads into customers?

Ever ask a caller, "How did you find us?" With Call Tracking, you'll know which ad, campaign, or search term got their attention before you even pick up the phone. In addition to which marketing drove callers to reach out, automatically-generated insights from call transcripts between sales reps and leads provides the context your team needs to convert more leads into customers.

5

### What kind of lead generation metrics should I be tracking for my home services business?

Call Tracking software provides access to valuable metrics that offer insights into your business through metrics like: total leads per channel, average conversions per channel, time to convert, and revenue per conversion. By tracking these metrics, you can determine the most effective channels, convert more leads, identify bottlenecks in your strategies, and assess the ROI of each customer transaction or conversion.

# Maximize your lead potential

Discover how CallRail can help you save money and grow your business more efficiently.

Sign up today for a free 14-day trial

