

Chill-proof your agency's marketing this winter

7 ways to winterize your clients' marketing strategies for a frost-free start to 2025

Prepare to provide even more value to your clients in 2025 by winterizing your marketing strategies now. By wrapping up 2024 with essential marketing tools and strategies already in place, you'll be ready to hit the ground running after the holidays and deliver even greater results for your clients in the new year.

Here are seven steps to help you start 2025 with a bang.



1. Review customer acquisition strategies

Take a look at the year's data for each of your clients and see what's generating leads. Help clients set specific acquisition goals for the new year and optimize the use of marketing tools like **CallRail's Call Tracking**. With Call Tracking, you can track and analyze calls to see lead attribution data and dial in efforts for the next year.

91% of marketers report lead generation as their #1 goal. Lead tracking can help you be more chill about customer acquisition.

2. Winterize your digital ad strategy

Help your clients put a freeze on ads that aren't performing and optimize their advertising budgets. CallRail integrates with platforms like **Google Ads** to help you see not only which ads trigger a response, but the entire journey a prospect took to get there.

Marketers who report being organized are **674% more likely** to say they achieve success than their less organized peers. Merry planning!

3. Use CallRail's AI solutions to work smarter

Using CallRail with AI-powered features like **Premium Conversation Intelligence™** and **Convert Assist** can save you time and make you look good to your clients. By starting the trial in November or December, you will have an amazing array of tools at your disposal to start next year's campaigns right.

After a year, CallRail customers typically see a **200 - 400% ROI**. Consider giving yourself — and your clients — the gift of AI-powered tools.

4. Help clients have smarter conversations

Review data on the year's calls to your clients from their customers. Tools like **Conversation Intelligence®** provide transcripts with **keyword spotting** to help uncover what customers are saying, while **Premium Conversation Intelligence™** uses AI to provide call **summaries and sentiment**. These features help your team have better conversations and determine lead quality without reviewing long calls or transcripts.

Customers saw a **7% increase** in call lead-to-close rates when using Call Tracking and Conversation Intelligence. Ring in the new year with more conversions.

5. Convert leads faster

Use **Convert Assist** in the new year to help your clients convert more leads from the get-go. Plan now to boost conversions with **call coaching and action plans** that help employees have more effective customer conversations. Features like **smart follow-ups** automate customer responses so you can reply faster with more personalized messages.

72% of marketers say that AI and automation tools help them personalize customer experiences. The right tools will help customers warm up to your clients.

6. Strengthen your client retention strategy

As clients are planning their budgets for the next year, make sure you stay on their nice lists by showing them the positive impact your agency has had on their businesses. Clients may **drop an agency** for lack of results, but Call Tracking helps prove your wins.

70% of agencies say their average **client retention is 2+ years**. Increasing and extending those numbers can save significant amounts in client acquisition costs.

7. Prepare to show results for 2025

If you've been tracking your clients' calls, texts, and form submissions with CallRail, you'll be able to see what works and double down on those tactics in the new year. Tracking the performance of your client's marketing campaigns will help you deliver more value and help your clients see better results.

There are more than **48,000 digital agencies** in the U.S. Those that can't show results may be left out in the cold.

Happy holidays from

CallRail